

# LIFE

A BRAVE WOMAN'S OWN STORY  
**MISS BOURKE-WHITE'S FIGHT  
AGAINST CRIPPLING DISEASE**

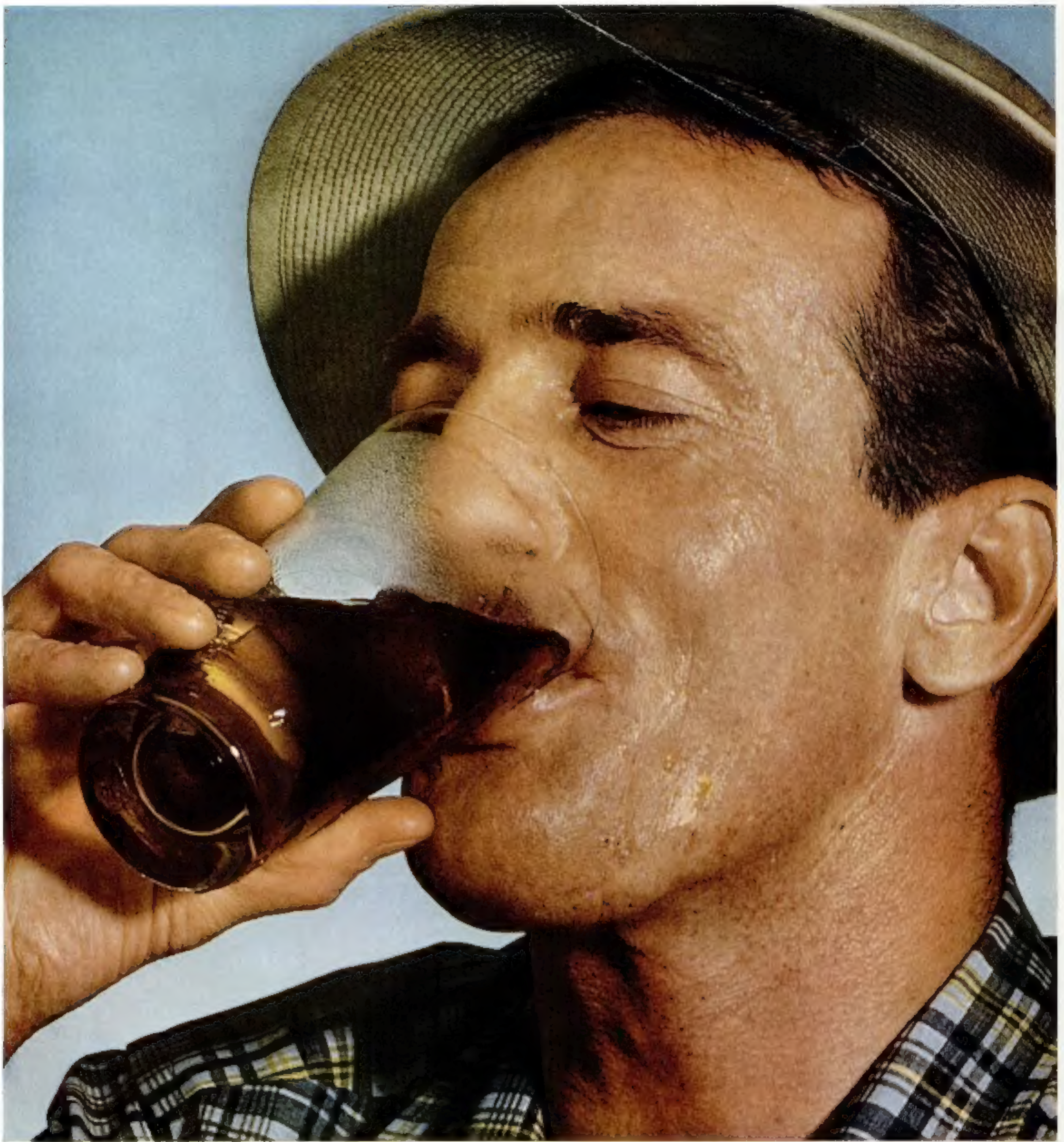
**HOFFA'S SMART MOUTHPIECE**



**FIRST AIR ACADEMY  
GRADS WITH GUESTS**

**JUNE 22, 1959**





**Especially in summer...  
switch to Sanka Coffee**

Keep cool—keep calm—with new Sanka iced—  
the coffee you can drink by the gallon!

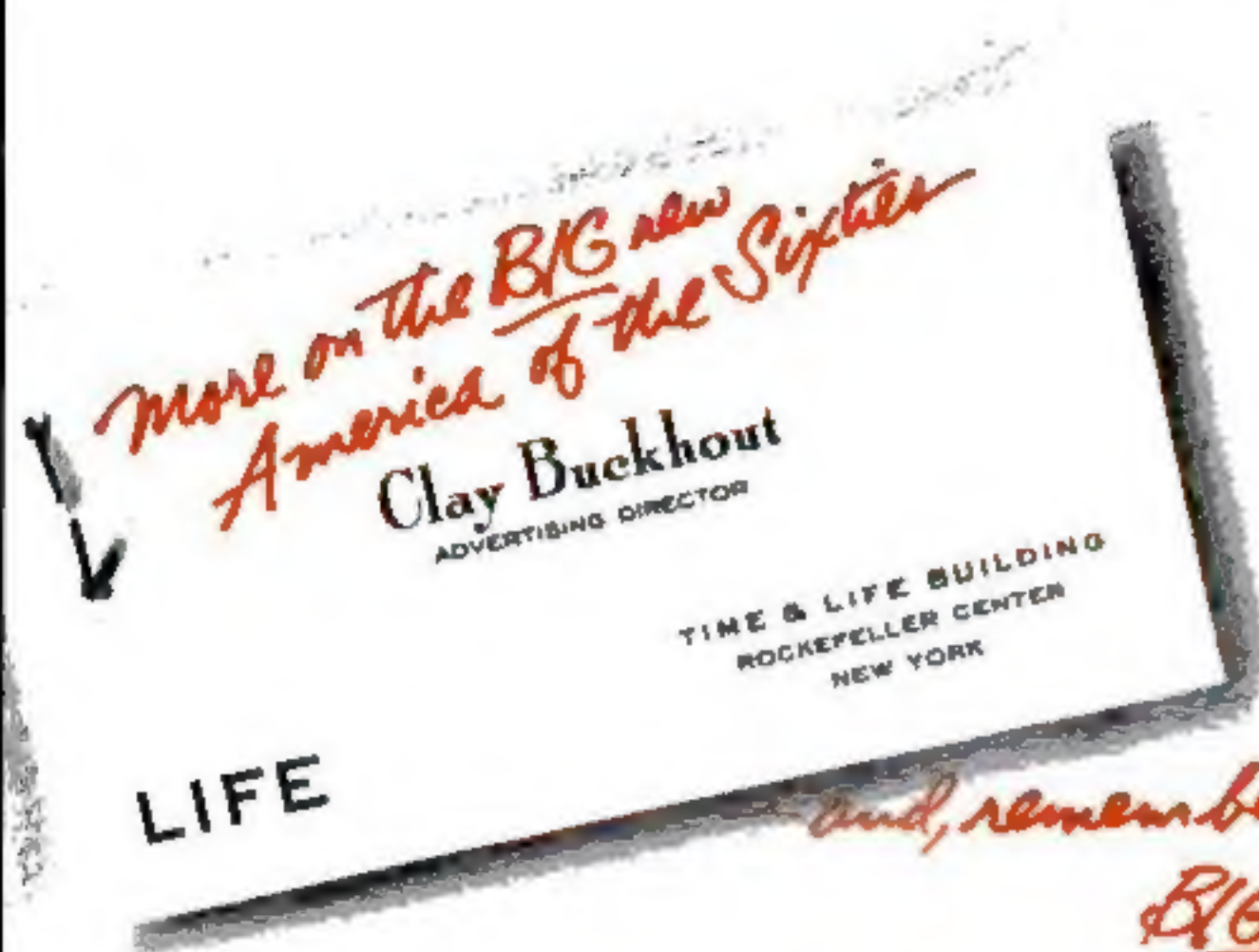
*New Aroma-Roast Sanka . . . All the best of the coffee bean—aroma, flavor, but not caffeine!*



Still 97%  
Caffeine-Free



# MARKET OF THE 60s



Looking ahead in marketing terms to the Sixties -- a decade now almost upon us -- our population underlies all predictions for a dazzling growth in the U. S. economy. Just what are the likely ingredients of our population "mix" between now and 1970?

## The Population Continues to Rise.

During the Sixties our population, increasing at the rate of approximately three million a year (adding the equivalent of a city the size of Phoenix, Arizona every month), will grow to nearly 210 million individuals (from the current 176 million-plus); the number of family units from 55.3 million today to 66.4 million by 1970.

## More Births -- One Factor.

Every day there are 11,500 new babies. (There is a birth somewhere in the U. S. every seven and a half seconds, around the clock.)

Along with everything else, births are up in 1959, after a slight decline last year. The current baby boom should level off during the early Sixties -- but at a very high level (somewhere around four and a half million). A new baby boom will start around 1965 when the girl babies born in the early postwar years reach marriage age. The annual total of births by 1970 could exceed five million.

## The More, the Marry-er.

The trend to earlier marriages continues. Today, one out of every four 18-year-old girls is married. So is one seventeen-year-old girl in six.

Before World War II about 53% of women between 20 and 24 were









# Why trade your headache



# for an upset stomach?



## Bufferin® gives twice-as-fast pain relief without upset stomach!



**1** Aspirin can cause stomach upset! All 3 leading pain remedies contain aspirin, (a) Bufferin, (b) the remedy advertised as a "combination of ingredients" and (c) plain aspirin. But aspirin alone is acid, *acetylsalicylic acid*. It can increase stomach acidity, upset your stomach.



**2** Bufferin protects against stomach upset! Only Bufferin adds to its aspirin Di-Alminate\*, an exclusive combination of two special anti-acids, that protects you against the *aspirin irritation* so often associated with the other two leading brands of pain relievers.



**3** Bufferin acts twice as fast as aspirin for millions, even faster for many others. That's because Bufferin gets its pain reliever into the blood stream, where it must go to relieve pain, with truly *incredible speed*. And clinical tests prove it again and again!

**FOR SAFE, FASTER RELIEF** of headaches, muscular aches and pains, neuralgia and painful cold miseries, take Bufferin, the modern pain remedy. It contains no nerve-jangling, sleep-disturbing caffeine.

\*Bristol-Myers' brand of aluminum glycinate and magnesium carbonate.

**Bufferin acts twice as fast as aspirin for millions . . . even faster for many others!**



Another fine product of Bristol-Myers.



## STORY OF A PRO: OURS AND YOURS

When Margaret Bourke-White photographed LIFE's first cover in 1936, we already knew her as a genius with the camera. In the years since, we have come to know her as one of the most fearless people in our profession. It isn't only that she always asks for the most dangerous assignment, but she doesn't rest or let the editors rest until she gets it and, when on the scene, woe to the naive busybody who tries to "protect" her. She pushes, cajoles and waits with grim determination until she gets her story—always a distinguished one.

Maggie got to Moscow to photograph the German blitz. She wangled her way to become the first woman to fly on a B-17 bombing mission. In Italy, she crawled up hill-sides under fire. In India she was nearly trampled to death by mourners at the cremation of Gandhi, whom she had interviewed only a few hours before he was assassinated. Despite the warnings of mine officials, who didn't know Maggie, she went down two miles to the steamy bottom of a gold mine in South Africa. Miners collapsed but she didn't. She braved rioters' stones in Tokyo and guerrilla warfare in Korea. In a 'copter crash, she nearly drowned.

When, a few years ago, she contracted a crippling, almost incurable disease, we could not believe it would stop her. Medical evidence was against us, but we had Maggie's record on our side. Still, as her muscles grew stiffer, we sadly had to accept the fact there could be no assignments for Maggie—not for a while.

And then came the near-miracle told on pages 101-109 of this issue—the story of Maggie's ordeal and recovery, written by Maggie herself and photographed by her friend, Alfred Eisenstaedt (who took LIFE's second cover). It is a great and moving story because of its subject and the way it is told. For Bourke-White, the incorrigible pro, tells it with the warmth, curiosity and vividness that make her a great reporter.

We would be happy any time to print such a glorious story of courage and of unquenchable human spirit. But we are particularly happy to print this one—sentimentally since Margaret Bourke-White is such an old companion in arms, professionally because it lets us hope that pretty soon she will be out with her camera working for us once again.



ON SKYSCRAPER, 1931



ON 'COPTER STORY, 1952

### COVER

Members of the Air Force Academy's first graduating class entertain their pretty guests—now their brides—during their first June Week (see pp. 127, 128)

### THE WEEK'S EVENTS

- Babies say thanks and give Doc a day: after 50 years of practice a doctor gets a big tribute from some of the 4,000 fellow townspeople he brought into the world **24**
- Herr Erhard's hard fall: Adenauer's own party was caught in his power play. By John Mulliken, LIFE Correspondent **30**
- Correspondents preside over surrender in Nicaragua: TIME-LIFE's Harvey Rosenhouse and Andrew St. George mediate for rebels **32**
- Steel at a peak but facing perils: amid record production, a strike, inflation or both threaten the industry **34**
- A Look at the World's Week **47**
- Pilgrimage of Jews to land of Zion: delegates of B'nai B'rith hold convention in Israel **53**

### EDITORIALS

- On, people's capitalism!  
"Live up to the best in you" **42**

### PHOTOGRAPHIC ESSAYS

- The pleasures of life at Oxford: on the renowned university's quiet lawns and rivers, young Britons follow ancient ways of study and enjoyment. Photographed in color for LIFE by Mark Kauffman **66**
- Famous lady's indomitable fight: with the courage that has marked her whole career, Photographer Margaret Bourke-White battles Parkinson's disease. Written for LIFE by Margaret Bourke-White. Photographed for LIFE by Alfred Eisenstaedt **101**

### ARTICLE

- Star attorney for the defense: Edward Bennett Williams, a mouthpiece in the great tradition, guards Hoffa and others from the law's clutches. By Paul O'Neil, LIFE Staff Writer **110**

### THEATER

- An ancient hit from Athens: newly discovered Menander play is produced in Geneva **84**

### MOVIES

- French star Simone Signoret wins room at the top for herself via Room at the Top **93**

### AVIATION

- Wing walker at 13: North Carolina girl proves a deft stunt flyer **96**

### PARTY

- A festive week at the Air Force Academy: girls and weddings grace a graduation **127**

### OTHER DEPARTMENTS

- Letters to the Editors **12**
- Speaking of Pictures: a creator with a chrome copy **18**
- Sequel: a graduation for Long Sam **61**
- Miscellany: a bear-faced show of love **130**

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**"WITH MY  
BARE HANDS...  
WITH MY LIFE  
IF I MUST...  
I'LL TEAR  
AWAY THIS  
BARRIER  
BETWEEN US!"**

The hates and lusts  
of the scandalous  
Rambeau family  
had built a wall  
between these  
two that could  
destroy them—  
as it had all  
the others!

*The Cry that Rocked  
THE VALLEY OF THE SUN...*

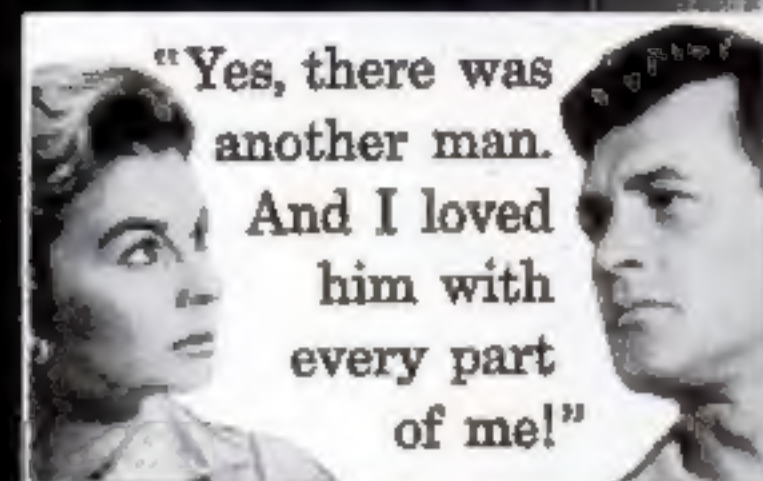
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**CINEMASCOPE** TECHNICOLOR®

WITH KENT SMITH • KEN SCOTT • CINDY ROBBINS / CASEY ROBINSON AND CLAUDE HEILMAN  
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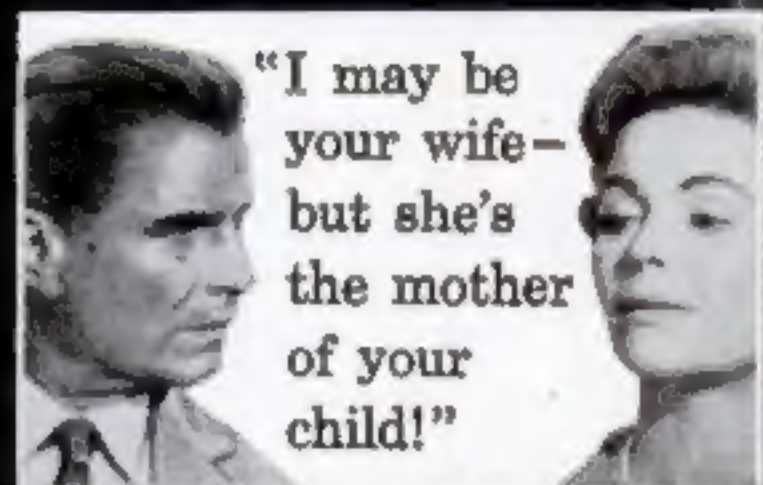
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**ROCK  
HUDSON**



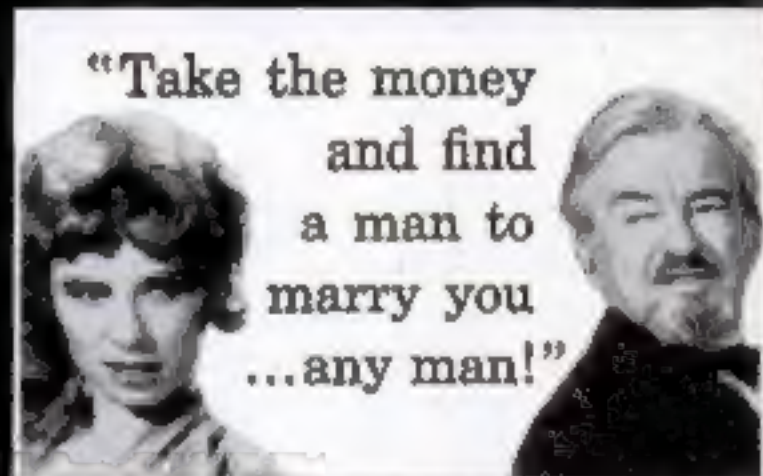
"Yes, there was  
another man.  
And I loved  
him with  
every part  
of me!"

**JEAN  
SIMMONS**



"I may be  
your wife—  
but she's  
the mother  
of your  
child!"

**DOROTHY  
McGUIRE**



"Take the money  
and find  
a man to  
marry you  
...any man!"

**CLAUDE  
RAINS**

Hear DON CORNELL Sing  
"This Earth is Mine"





**NEW  
SHAPE**



cube of sharp cheddar



ball of cream cheese, chives

**NEW  
TASTE**



strip of pimiento

pitted green olive

**NEW SALT-TANG  
SNACK STICKS**

The shape is slim! Slender!...  
like tiny little salted sticks (actual size shown).  
The taste is tangy! Just enough of a nip to light up  
cooling drinks, soups... every "go-with" food.



your favorite  
cheese spread



*It's a wonderful new idea in snackers. You'll eat 'em by the handful!*

This One



TDK3-8U0-COBA

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## NEW! Instant Onion! JUST LIKE FRESH!

**It's New!**... Durkee's Instant Minced Onion, the new way to use onion as an ingredient. Durkee's gives you all the goodness of fresh-onion flavor and texture without any trouble... or tears!

**It's Instant!**... Durkee's Minced Onion *instantly* provides fresh-onion taste, right from the moment you spoon it from the *economical*, family-size carton. No more peeling, slicing, mincing or crying!

And because there's no waste, no spoilage, you use every bit of Durkee's Instant Minced Onion you buy. You'll find Durkee's will actually cost you less than fresh onion!

**And It's Just Like Fresh!**... that's because Durkee's is *real* onion, slow-dried for true, uniform flavor in every recipe. With Durkee's nothing is removed but the moisture and the inconvenience! Get some soon at your favorite store. If you don't see it, ask the grocer for...

# DURKEE'S Instant MINCED ONION

## Imagine!

14 onions in a box...  
finely chopped, ready  
to use instantly...  
so *economically*, too!

Think of that! Durkee's taken the trouble and tears right out of onions. Kept the flavor and texture there, of course, but no more fuss or muss. Just open the family-size package... pour, spoon, or sprinkle Durkee's Instant Minced Onion and mmmm!... all the goodness of fresh onion is there—*instantly*! Low in cost. High in flavor. *Wonderful* in these summer recipes!

### FLAVORFUL HAMBURGERS

For easy, flavorful hamburgers mix 1 tbsp. Durkee's Minced Onion with each pound of ground beef.

### DEVILED HAMBURGERS

1 lb. ground beef  
¼ cup catsup  
½ tsp. Durkee's Chili Powder  
2 tsp. Durkee's Famous Sauce or 1 tsp. prepared mustard  
1 tsp. grated horseradish  
1 tbsp. Durkee's Minced Onion  
2 tsp. Worcestershire Sauce  
¼ tsp. Durkee's Garlic Salt  
1 slice bread, moistened with milk  
Dash of Durkee's Black Pepper  
Mix lightly all ingredients and shape into six patties. Broil each side about 5 minutes.

### PATIO POTATO SALAD

Lightly mix together 4 cups cubed boiled potatoes, ½ cup chopped green pepper, 2 chopped hard boiled eggs, ¼ cup Durkee's Famous Sauce, ¼ cup Mayonnaise, 1 tbsp. Durkee's Minced Onion, ¼ tsp. Durkee's Paprika, 1 tsp. Durkee's Celery Seed. Garnish with Paprika.

### NEW ENGLAND BAKED BEANS

2 No. 2 Cans Pork and Beans  
½ cup Durkee's Minced Onion  
1 tsp. Durkee's Dry Mustard  
½ cup Brown Sugar  
¼ tsp. Salt  
¼ tsp. Durkee's Black Pepper  
1½ cups Tomato Sauce  
Combine ingredients in casserole. Cover. Bake 1½ hrs. at 350°.

### DIP FOR CHIPS

Moisten 1½ tbsp. Durkee's Minced Onion in 3 tbsp. milk for 10 min. Blend with 8 oz. package of cream cheese. Add ¼ tsp. Worcestershire Sauce and ½ cup crumbled crisp bacon, shrimp or crabmeat, if desired.



## Full Strength! Flavors last!

Whether you like your touch of spice subtle or sharp, you *must* start with fresh, full strength spices that *keep* their special flavors. That's why you should use only Durkee's Spices... chosen for unmatched quality from spices grown in the four corners of the world... then carefully processed to assure the fresh, lasting flavors you want.



# DURKEE'S SPICES



# ARMSTRONG TIRES'

"Ounce of Prevention" Grip can save your life

See how Armstrong patented  
**SAFETY DISCS**  
prevent deadly skids  
as no other tire can



**ARMSTRONG TIRES**  
Safety Discs Keep Tread Open

Over 1,000 Safety Discs, molded between the tread ribs, keep the tread edges apart, always ready to grip, prevent skids. Like the fingers of the fist above, the tread can't squeeze shut, even under heaviest braking pressure.

**ORDINARY TIRES**  
No Discs — Tread Squeezes Shut

Like the fist above, ordinary tires can squeeze shut under braking pressure. Tread's gripping edges are pushed together, can't "bite" the road. Even brand new tires can squeeze smooth and slippery this way — and suddenly you skid.

**EXTRA SAFETY AT NO EXTRA COST!** Armstrong "Miracle" Tires give you unmatched protection against today's commonest hazard, skids. They keep you safer on any road, at any speed, in any weather — yet cost no more. And compare the guarantee you get on these rugged tires! Look in the Yellow Pages for your nearest Armstrong Tire dealer. See him soon.

MAKERS OF ARMSTRONG *Pure Foam* FOR FURNITURE AND BEDDING  
HOME OFFICE WESTHAVEN, CONNECTICUT

Only **ARMSTRONG** has it!



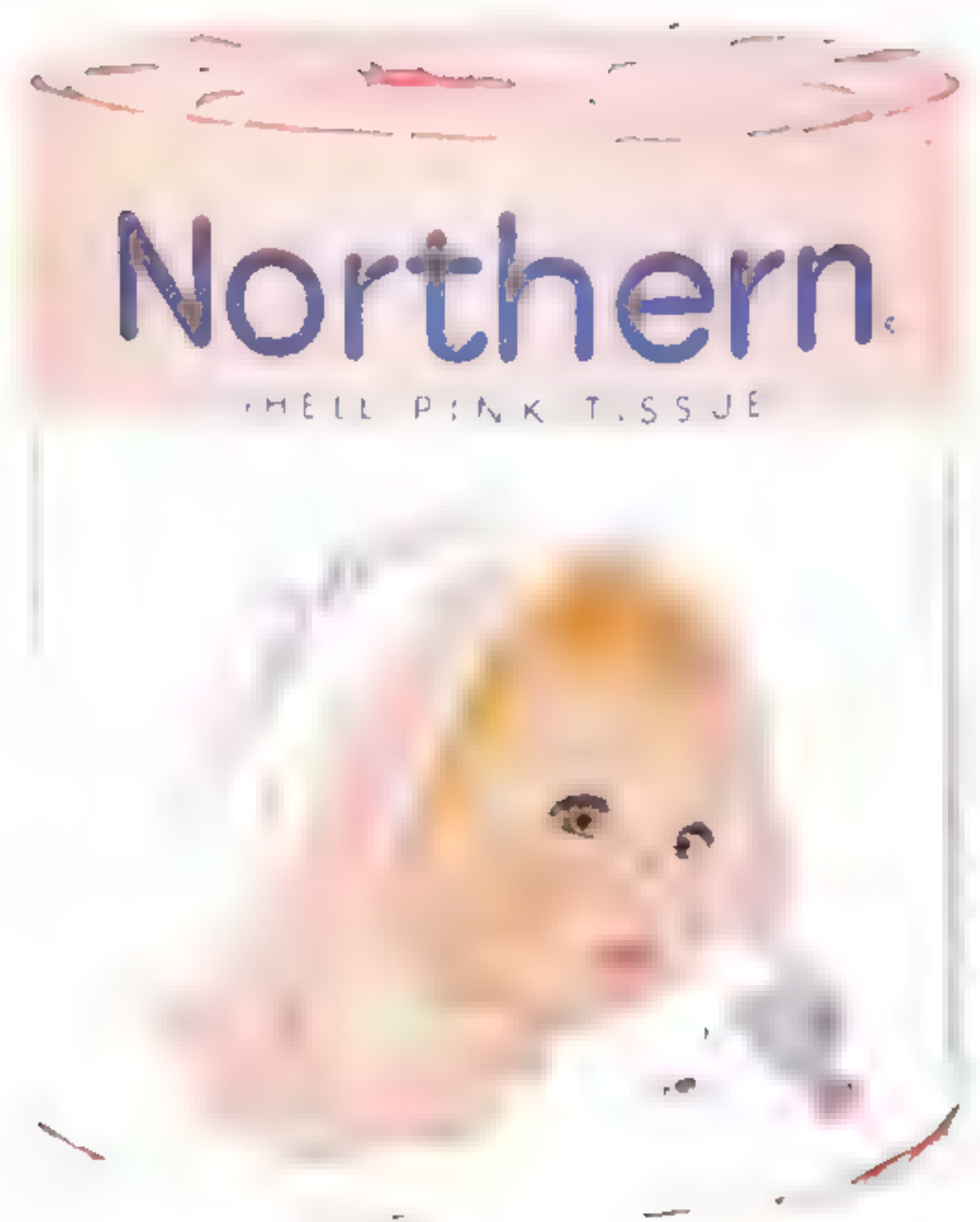
*NEW-  
AND LOVELY  
FOR YOU*

*"Pretty girl" packages  
don't they say  
Softness is Northern  
in a wonderful way?*

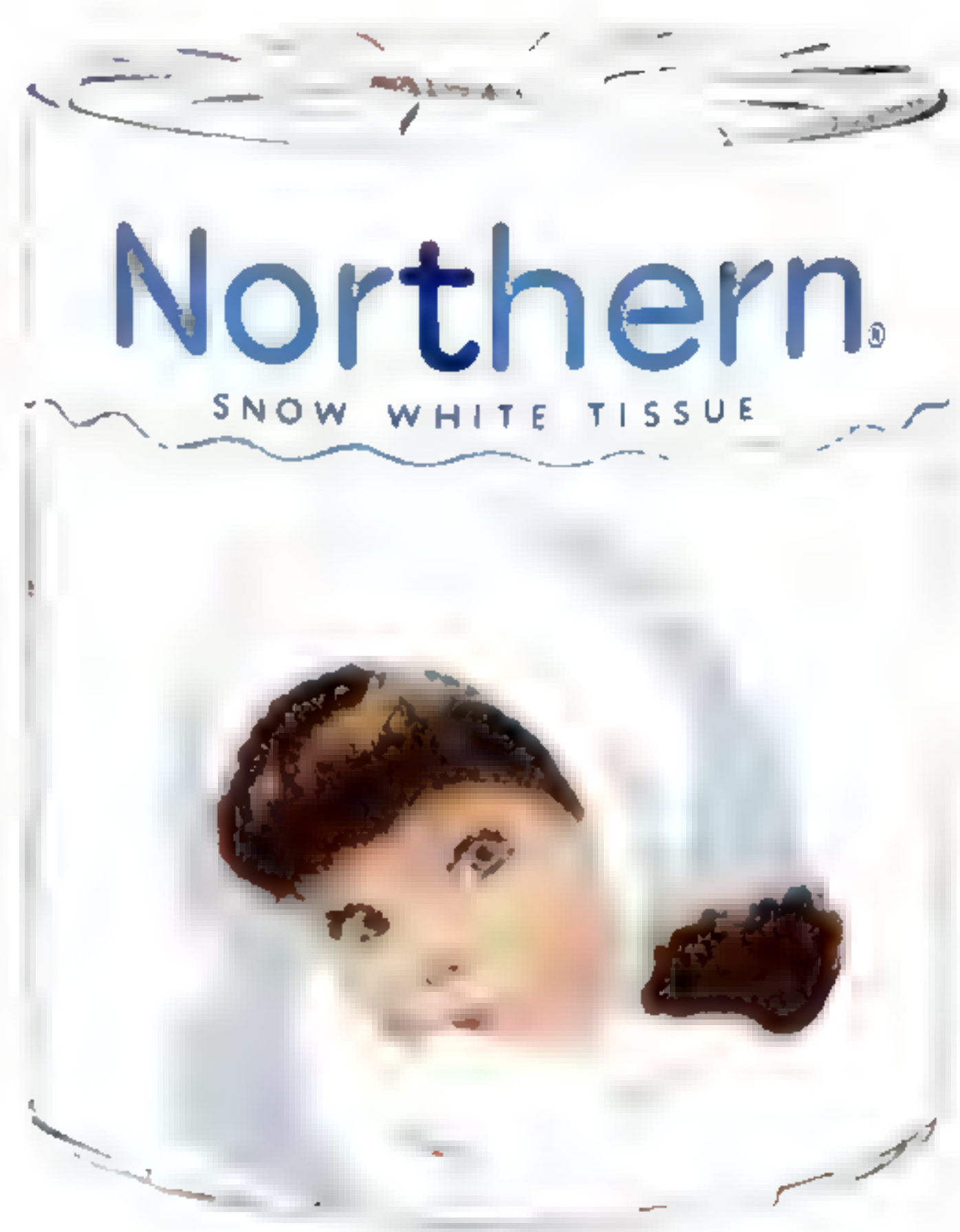


For lovely prints of five "Northern Girls" in 11" x 14" standard frame size, send 25¢ in coin to cover handling cost to Northern, Box 10, Green Bay, Wisconsin.





*Northern Tissue is  
made with fluff  
Nothing else  
is soft enough*



*Softness is Northern*

*Fresh NEW packages for each fresh, clean color!*

*Another fine product of American Can Company*





**Cling peaches and chicken:** Bake, broil, or heat peach halves with butter in a sauce pan. A golden garnish of hot cling peaches makes the perfect taste contrast with chicken!



**Cling peaches and 'burgers':** Fill peach halves with relish or catsup, place in foil cup. Grill about 10 minutes and serve with burgers. A deliciously different barbecue treat!



**Cling peaches and bacon:** Heat peach slices in butter or bacon drippings. Serve with toast and bacon for a wonderful breakfast surprise! Equally delicious with sausage, ham, any breakfast meat.

*Look  
what you  
can do  
with  
canned  
cling  
peaches  
and meat!*

Just look how easy it is to brighten a breakfast . . . dress up dinner . . . or perk up a party menu! Hot cling peaches team up wonderfully with meats . . . the tangy-sweet flavor of cling peaches makes the perfect garnish!

You can bake peach halves right along with your roast . . . grill them on the barbecue . . . broil and serve with chicken, 'franks', meat loaf, casserole dishes. Baked, broiled, or simply heated in a sauce pan, you can always count on *cling* peaches to hold all their flavor . . . their plump, pretty shape . . . and sunny color during cooking!

Cling peaches and meat— one more perfectly delicious reason why cling peaches are easily the . . .

*sunniest way to  
brighten any meal!*

© 1994 H. J. K. CO. INC. E. AND  
• canned  
**cling  
peaches**  
from California





# THE CAR THAT HAS ALL ITS BUTTONS

At last they've made a generous-size car a lady can drive with her fingertips!

Almost everything in De Soto works with push buttons. There's push-button drive, push-button heat and push-button entertainment. Also available are push-button power windows — and push-button power seats that adjust six ways to fit you perfectly.

You'll find De Soto "has all its buttons" in every sense of the phrase: people-size headroom, people-size doors, beautiful fabrics and rugs you'd be proud to have in your home.

Find out how much more fun it is to drive the fashion leader of the year. See your De Soto dealer today.



FIREDOME 4-DOOR SPORTSMAN

*The smart way to go places...* **DE SOTO**





Nothing cooler than a *Fitz' Mist*

Nothing easier to make...  
Nothing more memorable than  
the flavor and bouquet of

**OLD FITZGERALD**  
ALWAYS BOTTLED IN BOND



Pack snifter or old-fashioned glass with crushed ice. Add jigger of Old Fitz and twist of lemon peel. Relax and enjoy!



Kentucky Straight Bourbon • 100 Proof

STITZEL-WELLER DISTILLERY, ESTABLISHED LOUISVILLE, KENTUCKY, 1849

## LETTERS TO THE EDITORS

### THE ISSUE

Sirs:

We feel privileged to award you our own little "Oscar" for your great June 1 issue.

My wife and I have already presented one to our pediatrician. The other was reserved for an office friend. But he will have to go unrewarded. When we saw the June 1 issue you won hands down.

WILLIAM R. POWELL  
Los Angeles, Calif.



POWELL AWARD TO LIFE

### TEAMSTERS

Sirs:

I have just completed your third and, unfortunately, final instalment covering the activities of the Teamsters Union under the Hoffa flag ("Teamsters on the Move," LIFE, June 1).

In my opinion LIFE has rendered a national service through the medium of this vivid exposé.

THOMAS B. HAWES  
New York, N.Y.

Sirs:

Congratulations to Robert Kennedy and to LIFE for the article on the steps that should be taken to curb the Teamsters' power. It showed the Teamsters as they actually exist today, a group of strong honest men being driven by a group of dishonest "strong men."

RALPH K. BEDDOW  
Tiffin, Ohio

Sirs:

Robert F. Kennedy states that the National Association of Manufacturers has "been given solid evidence that member firms were engaged in highly questionable activities [but has] taken no action whatever to disassociate themselves from such companies."

The National Association of Manufacturers is a purely voluntary membership corporation. Unlike the situation existing in many unions, membership or nonmembership in the N.A.M. is subject to no compulsion or control by the Association. No evidence of the kind referred to by Mr. Kennedy has been given to the Association.

If substantial evidence of wrongdoing by a manufacturing company has been adduced by the McClellan committee, there is an adequate body of federal law available to punish such alleged wrongdoing or to correct evils found to exist.

Mr. Kennedy's article is a plea for public support for the Kennedy-Ervin bill which informed newspaper editorial comment has characterized as

inadequate to meet the serious problems presented by the McClellan committee investigation.

CHARLES R. SLIGH JR.  
Executive Vice President  
National Association of Manufacturers  
New York, N.Y.

### EDITORIALS

Sirs:

LIFE has guts. To oppose Jimmy Hoffa ("Is Congress Boss, or Hoffa?" LIFE, June 1) may be no better in results than throwing rocks at Russian tanks in East Berlin. But LIFE, like the Berliners, has shown by its stand that someone in these United States is not afraid to protect our cherished liberties—and will speak out against petty tyrants. I hope that LIFE's stand will show a scared Congress that what they won't do—the people of the United States will!

BRUCE G. SIMINOFF  
West Orange, N.J.

Sirs:

It should be obvious to our Congress, even without a deluge of letters, that the American people do not want to see any organization become as powerful as the Teamsters. I believe that the public has faith that the Congress of the U.S. would squelch fast any such ambition, and in fact, be rather shocked that they would need to be written personally about it.

Mrs. W. P. SIMS  
Dallas, Texas

Sirs:

As a diesel helper (fireman) I would like to comment on the editorial "And Then There's Featherbedding" (LIFE, June 1).

The fireman is responsible for the lookout at highway crossings, signals, journal boxes, bad car loadings, hazards on the tracks and all disorders within sight or hearing on his side of the locomotive. He is ready to take over if anything should happen to the engineer. He is also gaining the experience necessary to become a qualified engineer. He is required to patrol the diesel engine room and inspect for mechanical disorders. To me these duties do not constitute "featherbedding."

ALBERT R. SCHWEIZER  
St. Paul, Minn.

### THE FEDS

Sirs:

I have just seen the article dealing with the FBI's investigation at Poplarville and the arrest of the gangland

CONTINUED

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*the finest of Natural Cheeses*

## LETTERS TO THE EDITORS CONTINUED

leaders ("The Feds vs. Gangland and Lynchland," *LIFE*, June 1).

Factual evidence and reports show that the claims made against our investigators in Poplarville are false. No one was intimidated, no one was driven to a "nervous breakdown" and no one's civil rights were violated. On the contrary, our investigation was conducted with scrupulous regard for the rights of all individuals. Mr. Coolrick of your staff was on the scene and obviously capable of ascertaining the true facts.

In the section regarding the arrests of 21 "mobsters," your representative asked for and was given a clear delineation of the responsibilities of the FBI and Milton Wessel's group in the Department of Justice. In answer to a question as to Mr. Hoover being envious of Mr. Wessel's status or publicity, he was advised of the difference in jurisdictional responsibilities and of the fact there was no cause for any dissension whatsoever.

CLYDE TOLSON  
Associate Director

Federal Bureau of Investigation  
Washington, D.C.

● *LIFE* does not believe its article implied that the charges of FBI brutality were true and here restates its conviction that they are not. Correspondent Coolrick reported: "In conversations in Poplarville with Preacher Lee and the others I constantly tried to draw out examples of the brutality alleged against the FBI. Not a single person could cite an example."—ED.

Sirs:

As a resident of the once insignificant and now infamous town of Poplarville, I can easily see an outsider's viewpoint concerning the unfortunate situation. But I feel your presentation of the town was a bit one-sided.

There are literate, earnest and intelligent citizens in Poplarville who are as concerned about this incident as the rest of the United States.

MARION LOVE

Lynchburg, Va.

Sirs:

Congratulations to Herbert Brann for "How the Big Roundup Was Run." I would like to update you on your statement that the Joseph Barbara estate is now a tourist attraction.

Mr. Terry, the promoter of the former Barbara estate, had petitioned the Owego Town Board to rezone the

area for commercial enterprise. However, the outraged citizens of Apalachin at a public hearing conducted Tuesday, May 26 expressed such vehement objections to the rezoning that the very next night Mr. Terry had his attorney withdraw the petition for rezoning.

E. F. PAYTON

Apalachin, N.Y.

### MISCELLANY

Sirs:

After seeing the picture "Car Park Caught in a Squeeze" (*LIFE*, June 1) I was reminded of the enclosed picture taken during our last snowstorm in Upper Michigan just before Easter. As you can see, no mere snowbank could deter this conscientious citizen.

THOMAS VIZANKO

Ironwood, Mich.



SNOWBOUND METER

### INTEGRATED BLACK BUNNY

Sirs:

Although publicity over controversial books is the last thing we wanted, our Alabama Public Library Service Division seemed to have had plenty. Your light treatment of this crisis ("Fuss over Integrated Black Bunny," *LIFE*, June 1) made it as bearable as possible.

ELIZABETH PARKS BEAUGUARD  
Montgomery, Ala.

Sirs:

I am not in favor of integration, but as a Southerner I wish to say I have no feeling that the book is harmful for children or was supposed to convey any idea of integration.

GENEVIEVE CAPPS HAY  
Sarasota, Fla.

Sirs:

These are not ordinary rabbits. They talk, feel, think and get married. They are highly personalized, therefore it is quite plausible that Williams was aiming this integration propaganda at tiny tots who love to imitate their storybook friends.

MILDRED WEST  
Englewood, N.J.

Sirs:

Are unthinking segregationists now trying to split hares?

REV. MELVYN W. WHITE  
North Springfield, Vt.

### POWERBOATS

Sirs:

I enjoyed your fine eye-catching article on boating in the U.S. ("Powerboats' Big Splash," *LIFE*, June 1).

I can't refrain from calling attention to a linguistic slip. A "Botilla" means a small fleet. The eight million boats afloat constitute an "armada." Which also suggests that the skimming dishes with their oversized egg-beaters are rather deadly weapons.

ANTONIO A. MICOCCHI  
Washington, D.C.

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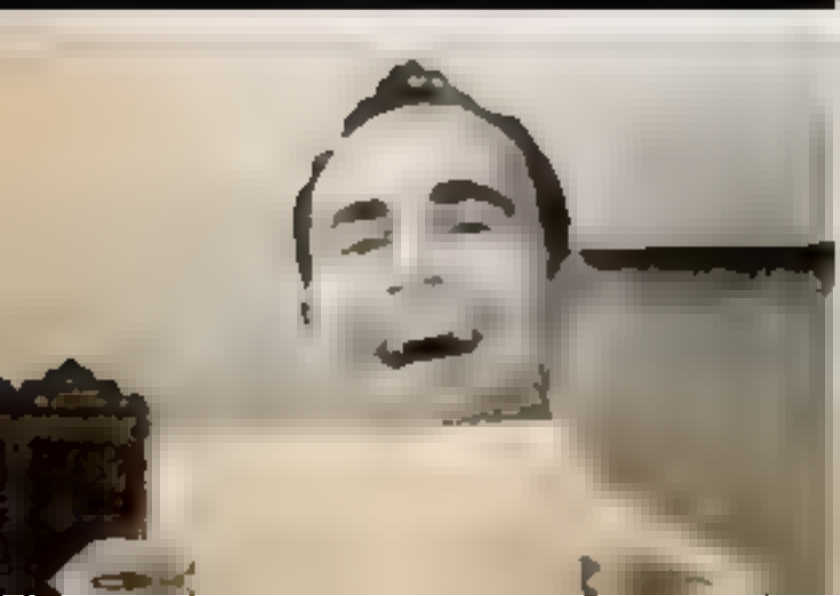
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THE MASTER OF SUSPENSE WEAVES HIS GREATEST TALE!

about a  
secret that  
nobody knew  
a man who  
never existed...  
and a  
love affair  
that began  
in an  
upper berth—  
and ended in  
screaming  
death!

in

**ALFRED HITCHCOCK'S**

**NORTH BY NORTHWEST**

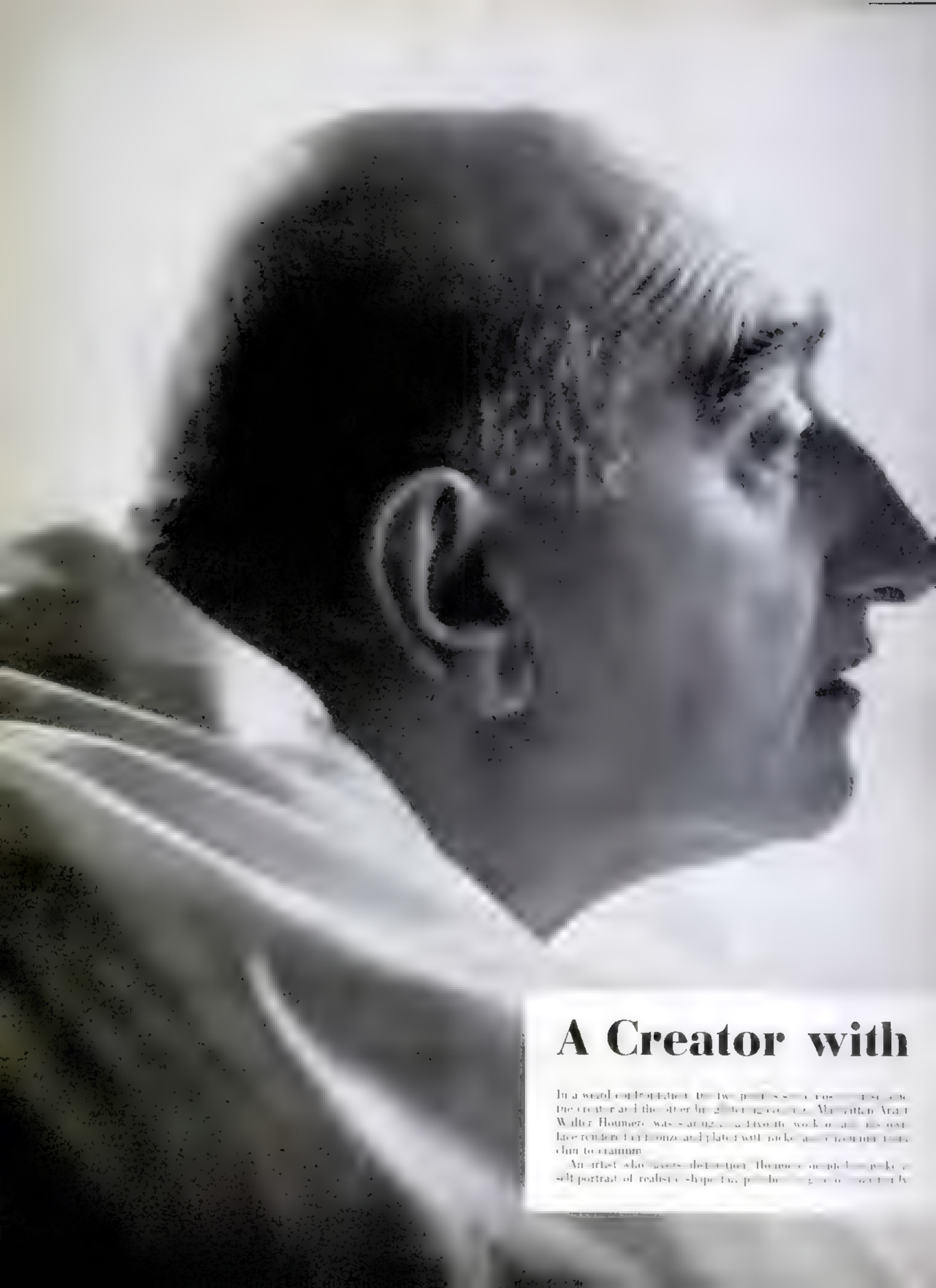
VISTA VISION  
TECHNICOLOR

Co-starring JESSIE ROYCE LANDIS

Written by ERNEST LEHMAN • Directed by ALFRED HITCHCOCK

SEE IT ONLY ON THE BIG MOTION PICTURE SCREEN!





## A Creator with

In a weird confrontation, the two portraits face each other: the creator and the other being the creation. The Italian Artist Walter Homeler was staring at a favorite work of art: his own late rendition in bronze and plated with nickel and chromium that didn't crumple.

An artist who loves abstraction, Homeler decided to make a self-portrait of realistic shape but pushing the color negatively





## a Chrome Copy

changing reflections. Posing in front of a mirror, he sculpted his head in wet plaster. Then he cast it in metal, filed it smooth and had it plated like an automobile ornament. The bust was so dazzling that Houmère had to wear sunglasses to work with it. Its reflections were so complex that Photographer Heun Mayr had to return for six tries before he got a good picture in which lights and camera did not show in the features of the face-shaped mirror.



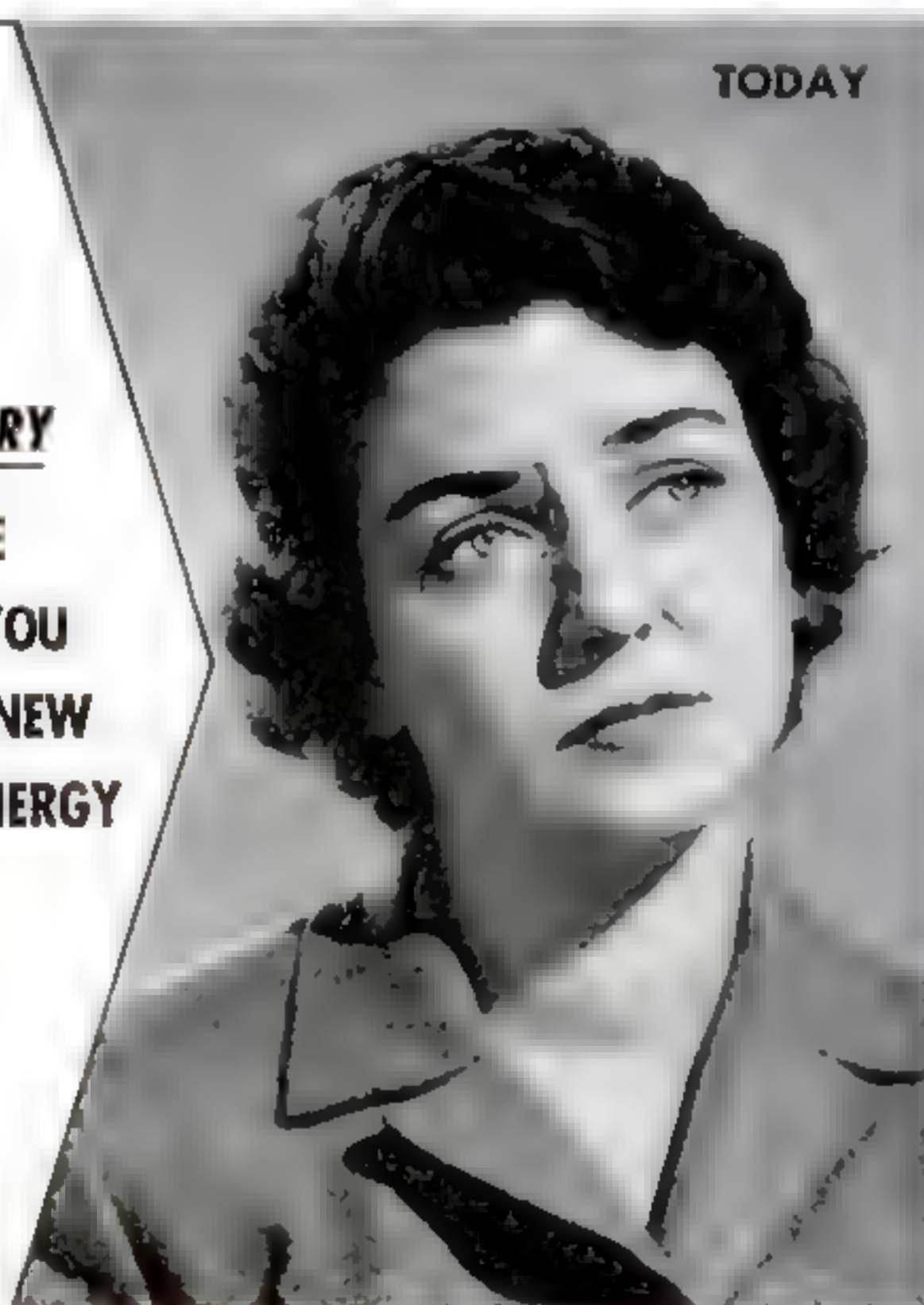
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**TAKE RYBUTOL TODAY - FEEL BETTER TOMORROW!**

High-potency Rybutol gives you a combination of 20 essential vitamins and minerals that are absorbed directly into your blood stream at full strength. Tomorrow morning, Rybutol must make you feel stronger, peppier, with more energy than you've ever known . . . or your money back! This sensational half-price offer may never again be repeated. So buy Rybutol now for only 99¢

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**FULL 25-DAY  
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**REGULAR  
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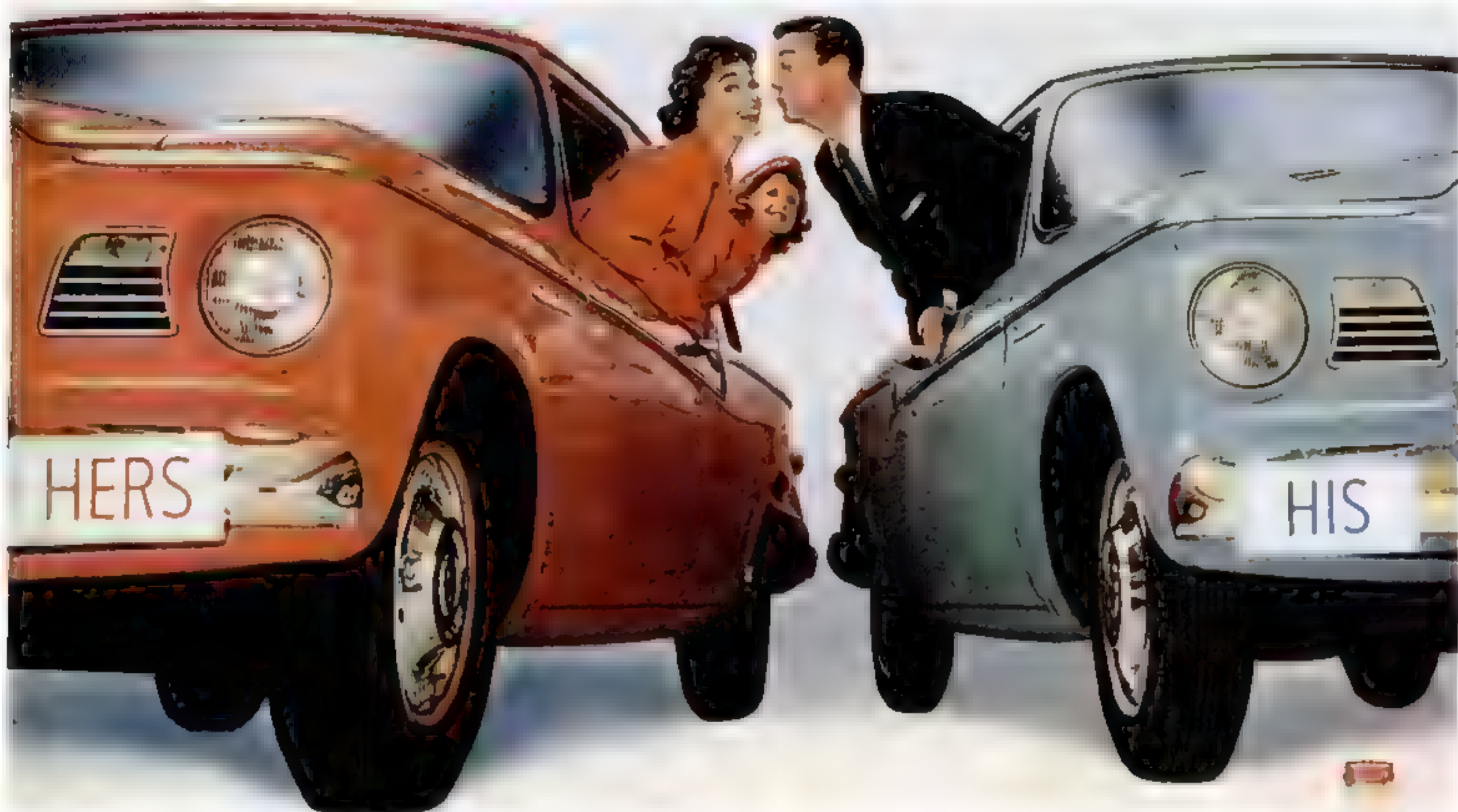
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# 10 LUCKY COUPLES WILL *win not 1, but 2* **LARKS BY STUDEBAKER!**



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LIQUID STARCH

RINSE

Imagine—you can become a two-car family overnight and with so little effort! Yes, a smart Lark sedan for "him," a roomy, spirited Lark "Play Wagon" for "her." The easy-to-handle, economical Larks are certain to thrill your entire family. What's more, 1,400 lucky winners will get world-famous Toastmaster Steam and Dry Irons.

All you have to do is complete the easy jingle shown at right, and send it in with a label from either Sta-Flo® Starch or Sta-Puf® Rinse. And once you use these washday wonders, you'll find it so easy to write about them!

Sta-Flo is pre-cooked, ready-to-use... gives crisper, smoother wash-to-wash freshness. Contains bluing, mildew retardant, and ironing aid. Sta-Puf Rinse restores like-new softness to all wash-hardened fabrics. Makes everything fluffier, more comfortable.

Be sure to get your official entry blank at your food store today, when you pick up a bottle of Sta-Flo or Sta-Puf. Enter Staley's "His 'n Hers" contest now!

A. E. Staley Mfg. Co., Decatur, Illinois



**LOOK! 1,400 WORLD-FAMOUS  
TOASTMASTER STEAM AND DRY IRONS FREE!**

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- Just use Sta-Flo or Sta-Puf. Then complete the last line of the jingle on the coupon at right.
- Enter as often as you wish. Use entry blank available at your grocer's or plain sheet of paper. Enclose a Sta-Flo Starch or Sta-Puf Rinse label (or reasonable facsimile thereof) with each entry. Send entries to Sta-Flo and Sta-Puf Contest, Box 1212, Evanston, Illinois.

- All entries must be postmarked by midnight, August 16, 1959, and received by August 26, 1959.
- Winners will be notified by letter. Ten winners of Studebaker Larks will each receive a Deluxe Model (6-cylinder) 2-door sedan and a Deluxe Model (6-cylinder) station wagon. Next 1,400 winners will receive Toastmaster Steam and Dry Irons. List of winners will be available about October 31, 1959. Send stamped, self-addressed envelope to contest address.
- Entries judged for originality, sincerity and aptness of thought by Lloyd Herrold Company, Inc. Judges' decisions final. Duplicate awards in case of ties. All entries, contents, and ideas become the property of A. E. Staley Manufacturing Company.
- Contest open to residents of Territorial U. S. A., possessions, and Canada, except to employees of A. E. Staley Mfg. Company, their advertising agencies and families of three. Contest subject to federal, state and local regulations.



Attach label from Sta-Flo Starch or Sta-Puf Rinse and send to Sta-Flo and Sta-Puf Contest, Box 1212, Evanston, Illinois.

Simply complete this jingle:

*For laundry magic at its best,  
Make the Sta-Flo/Sta-Puf test.  
Just one trial and you'll agree.*

(Be sure last line rhymes with "agree.")

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**SO EASY**  
**TO OWN...**  
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# Bassett



Everything about these classic Bassett suites speaks of luxury . . . from the authentic Colonial, French Provincial or 18th Century Traditional designs to the Grand Rapids "Guardman" finishes. The Westover (above) offers a complete range of pieces, including Cannonball, Spindle or bookcase beds in warm Old Dominion Walnut Veneer.

57 years of making the best in furniture at the best of prices has made Bassett a buy-word. Your dealer has Bassett suites in Traditional, Modern, Colonial or Provincial designs from \$199 to \$499. (And a wide choice of occasional tables and chairs.) Convenient terms available.

**FRENCH PROVINCIAL**—by Bassett with the elegance and sculptured symmetry of the best Louis XV. Pittsburgh Plate Glass framed mirrors. A choice of 3 designs in bedroom suites, dining room pieces and living room tables. Finished in Antique White or Natural Cherry.

**MONTICELLO**—the easy-to-own price alone cannot account for the tremendous popularity of the Monticello. No one who appreciates the rich grace of 18th Century Traditional can resist its authentic lines as styled by Leo Jiranek. Choose from 23 major bedroom and dining room pieces to give your home classic dignity and beauty.

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BLENDED WHISKEY • 86 PROOF • 30% STRAIGHT WHISKEYS, 6 YEARS OR MORE OLD • 70% GRAIN, NEUTRAL SPIRITS • HIRAM WALKER & SONS, INC., PEORIA, ILL.





**TAVERN KEEPER**  
Louis Poepeke, Feb. 6, 1920



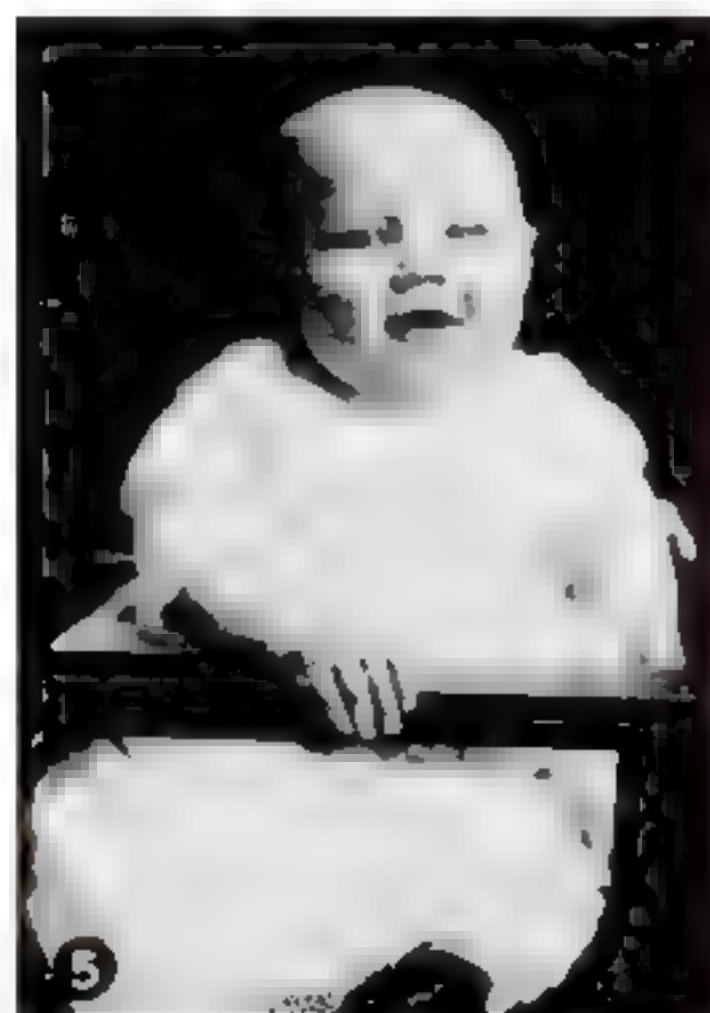
**COAL DEALER**  
Henry McDaniel Jr., Oct. 12, 1920



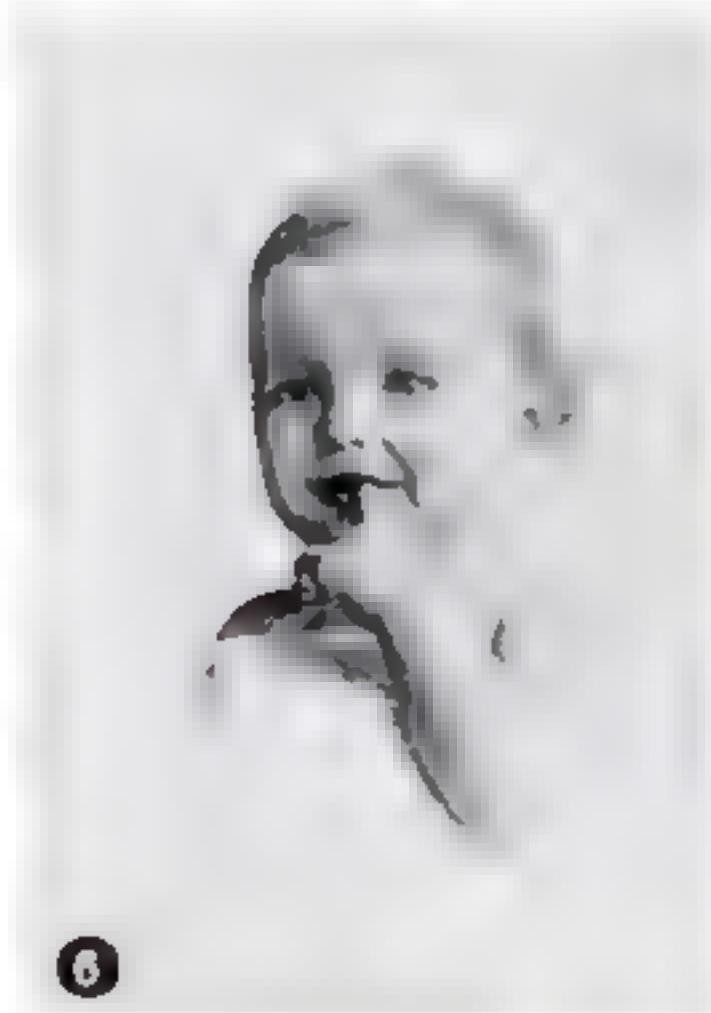
**LICENSE EXAMINER**  
Lowell Burton, May 7, 1930



**PURCHASING AGENT**  
Orville Sanders, Feb. 18, 1921



**FUEL DEALER**  
Harold Eggert, Jan. 8, 1915



**MOTEL OWNER**  
Don Hoier, Sept. 18, 1916



TWELVE OF DR. PFEIFER'S BABIES, NOW WELL-KNOWN CITIZENS, PAY HIM A

# BABIES SAY THANKS AND GIVE DOC A DAY

Fred Pfeifer, M.D., is a general practitioner in the pleasant Wisconsin town of New London (pop. 5,000) and he has overseen through three generations its cycle of birth and growth. He has delivered its sons, and their sons, mended their hurts, eased their dying. At 79, Doc Pfeifer is a resilient patriarch, outspoken and enduring, given over to work and not to fussing. But a few days ago his "children"—hundreds from among the nearly 4,000 he has



# LIFE

MARCH 27, 1950



VISIT. NUMBERS ON PICTURE ABOVE KEY THEM TO THEIR BABY PICTURES



**SCHOOLTEACHER**  
Robert Patchen, Feb. 12, 1924



**GAS STATION OPERATOR**  
Bob Vanderveer, Oct. 24, 1924



**JEWELER**  
David Smith, Aug. 24, 1926



**MILKMAN**  
Bob Cupp, Sept. 8, 1931



**FARMER**  
Gerald Tietz, Dec. 30, 1911



**ASSISTANT SHERIFF**  
Jack Algiers, April 2, 1930

spanked into life—halted Doc's work to make a fuss over him, honoring his 50 years of practice.

To express a half-century's thanks, the town proclaimed Dr. Pfeifer Day and celebrated it with a whopping big civic whoop-up. There was a parade with two bands, 48 floats and hundreds of marchers—almost all of them Doc Pfeifer's "babies," some now nearing 50. A pageant, based on Doc's life, had to be shown twice to accommodate the crowds. Twelve of the town's

well-known citizens, who had also been his babies, came to pay a call (above).

There was much to say thanks for. The older folks could remember how Doc used to ride horseback to reach isolated farms when the roads were too bad for a buggy or a cutter, or how he had worked night and day (changing clothes only once in three weeks) during the influenza epidemic in 1918. He had never refused to make a house call, day or night—though he

sometimes melted the phone wires with cussing.

Doc once totted up the bills owed him or that he had written off or reduced; it came to more than \$90,000. Sometimes he seemed brusque and highhanded, but he drove himself hard and New London could understand the rest. Now, as busy and cantankerous as ever, he gives no thought to quitting. Indeed, Dr. Pfeifer Day ended with Doc scurrying off at midnight to do once again what he had so often done so well.





NEARLY 800 MEN, WOMEN, CHILDREN AND INFANTS—A FIFTH OF THE SOME 3,950 BABIES HE HAS DELIVERED IN AND AROUND NEW LONDON SINCE 1909—



"DOC" AS FIDDLER was photographed playing with brothers Eddie (left), Henry (right) in 1893

REPRISE IN PAGEANT, the Porter trio played by three of Doc's babies in re-enactment of the 1893







GATHER IN A FOND PHALANX BEHIND DR. PFEIFER IN THE YARD OF MCKINLEY GRADE SCHOOL. DOC ALSO DELIVERED HIS OWN TWO SONS, ONE NOW A DOCTOR



CONTINUED





**SYMBOLIC STORK**, a truck built to carry 14-year-old Robert Roy, representing all of Doc's deliveries

**PARADING IN BUGGY** (bottom) like the one he used in early days. Dr. Pfeifer rides with his wife Nettie



## DAY FOR DOC CONTINUED



**BUSINESS AS USUAL** interrupts a party for Doc as he phones prescription for a hospice patient

## HONOR AND THEN A FAMILIAR CHORE

In addition to the parade and the pageant, the townspeople presented Dr. Pfeifer with a shiny new station wagon. It was a far cry from the buggy in which he rode to his early days and rode again in the parade.

The stork was prominent in the parade, but it did not represent Dr. Pfeifer's entire medical contribution. He has kept up a busy general practice and even managed to squeeze in some surgery study in Europe. "I haven't had time to grow old," he says now. "If a person's sick, something's got to be done. Illness knows no hours, neither should physicians."

Right up to the great day itself, Doc was still busy with business as usual (opposite page). And only minutes after the celebration ended, he had to rush off to deliver another patient—a sixth child. He scolded her for not calling him earlier. "Oh, I didn't want to spoil your day," she told him. So he tried to hold back a spe-



**BRIEFLY OFF DUTY**, Dr. Pfeifer also res a five-week-old golden retriever pup at a friend's kennel

**NUMBER 3,951** (approximately), aged five minutes, sizes as Doc congratulates Mrs. Patricia Poppe









GLUMLY HOLDING HEAD, ERHARD HEARS ADENAUER MAKE IMPLICATION DULLES WANTED HIM TO STAY ON

# HERR ERHARD'S HARD FALL

Adenauer's own party was caught in his power play

When Ludwig Erhard, Germany's "Mr. Prosperity," flew home from the U.S. it was to challenge Konrad Adenauer for leadership. Result: disaster for Erhard and a party split in Bonn (see below).

by JOHN MULLIKEN, *LIFE Correspondent*

ON his arrival at Düsseldorf, Germany's jowly economics minister, Ludwig Erhard, seemed full of the fight and truculence his political supporters had hoped for. Eight days earlier he had flown to the U.S. (*LIFE*, June 15), positive that he would be Germany's next chancellor. But while he was away he got the business from spry Konrad Adenauer, 83, who announced he had changed his mind and would remain chancellor after all. At Lohausen Airport Erhard growled that this was "no longer a personal matter but something more—preservation of democratic order in our country."

All of Germany looked forward to a head-butting between Adenauer and Erhard, the popular 62-year-old architect of his country's fat prosperity. "We all think a mean trick has been pulled on you," Germany's largest newspaper, *Bild-Zeitung*, greeted Erhard. "Keep your nerves. . . . Be clever and tough."

Erhard was neither clever enough nor tough enough. In 24 hours he was a beaten man. The story of his disaster comes out smelling like a bad German *entopf* (stew), laced with welshing and weakness. Everyone involved showed lack of either dignity or courage.

A few hours after he got home Erhard received important visitors—three top Christian Democratic party spokesmen in the *Bundestag*. Heinrich Krone, floor leader for the C.D.U., warned Erhard that even if he should become chancellor he would have an unstable majority. Here Erhard made his first mistake. He bought Krone's reasoning and agreed with the three leaders that they should get a party resolution clearing him of criticism and confirming that Erhard was designated to be the next chancellor. He promised to visit Adenauer the next day.

He did—and whatever impetus Erhard had left was shattered. The chancellor conceded nothing and refused to accept the resolution. Erhard left realizing he would be lucky to get even a decent apology for Adenauer's name-calling while he had been in the U.S.

But he might have remembered that what Adenauer thought of him, even with the party cowed, mattered less than what the country would think if he showed strength to make a stand. Instead he threw away an incredible number of chances. And after a fantastic 45-minute party caucus, in which the chancellor said patronizingly, "It was never my intention to belittle your great qualities," Adenauer and a bewildered Erhard shook hands to applause.

In the *Bundestag* Erhard sat sullenly on the government bench as Adenauer restated the same old arguments for changing his mind. Adenauer also introduced a letter from John Foster Dulles asking him to continue the fight for peace—from which Adenauer neatly inferred that Dulles wanted him to stay on as chancellor. Actually Dulles neither said nor implied anything of the kind.

Next day Erhard, appearing at a finance debate, spoke to a sparse audience. Then he walked out alone into political obscurity.

Almost certainly Adenauer did mislead Erhard about his intentions. But party leaders were afraid to stand up to Adenauer, and Erhard was afraid to stand up to him on the basis of popular support alone. The Germans are great respecters of strength. It now looks to them as though Adenauer had correctly measured his man.

But Adenauer and others lost too. No matter how right he may have been about Erhard and about his own indispensability in dealing with the Soviets, Adenauer's bull-in-the-china-shop performance had created a schism in the Western-oriented C.D.U. The deplorable thing was not that Erhard went; it was the way he went—that is, how Adenauer made him go.



SILENT FOES, staring straight ahead and trying not even to notice each other, Adenauer (right) and Erhard share government bench during *Bundestag*





Erhard. At one point an opposition Socialist member called Adenauer a "man of straw." Socialists also accused Adenauer of being an apostate. But Adenauer

later rose and quieted opposition by playfully claiming that the very fact he had changed his mind on presidency proved he was "flexible" and democratic.



**LOOK OF DEFEAT** crosses Erhard's face as he leaves office of *Bundeshaus* president who told him he had no political support for his 60-g. Adenauer.



**SHADOW OF OBSCURITY** is cast on glass wall of *Bundeshaus* as Erhard leaves after final speech. He implied Adenauer had broken political promise.





WITH REBEL LEADER JOSÉ CUADRA (LEFT), ROSENHOUSE AGREES TO SEND SURRENDER NOTE TO ARMY



A FORMAL SURRENDER PORTRAIT BY ST. GEORGE

## CORRESPONDENTS PRESIDE AT SURRENDER

"I sent a 12-year-old boy off toward headquarters with a note on one of my calling cards saying 45 rebels at Fruta de Pan want to surrender." This unorthodox good-offices mission was carried out by TIME-LIFE Correspondent Harvey Rosenhouse who last week found himself custodian of a campful of disheartened Nicaraguan rebels. His note brought swift action from the Nicaraguan government forces it

was sent to. In a few hours, with Rosenhouse and LIFE Photographer Andrew St. George all but presiding, the 45 rebels had given themselves up without firing a shot. They were half of the force which for 11 days had been loudly but most inefficiently trying to take over the country (LIFE, June 15).

When Rosenhouse and St. George met the bearded young rebels (*above*) in the hills 105

miles east of Managua, they found them a pretty unhappy lot of campers. Their radio was dead. And the peasants from whom they had expected help were afraid of Army Chief Tachito Somoza's soldiery.

About 50 rebels are still in the hills, still hoping to huff and puff the revolt into a rebellion like Fidel Castro's. But the unheroic surrender is likely to be the Appomattox of this



CO-MEDIATOR of LIFE team, Photographer St. George is shown in combat gear he wore in field.

**OVERSEEING SURRENDER.** Correspondent Rosenhouse (on horse) watched Nicaraguan soldiers (in helmets) frisk rebel prisoners (in beards) and deposit their valuables in upturned helmet liners.



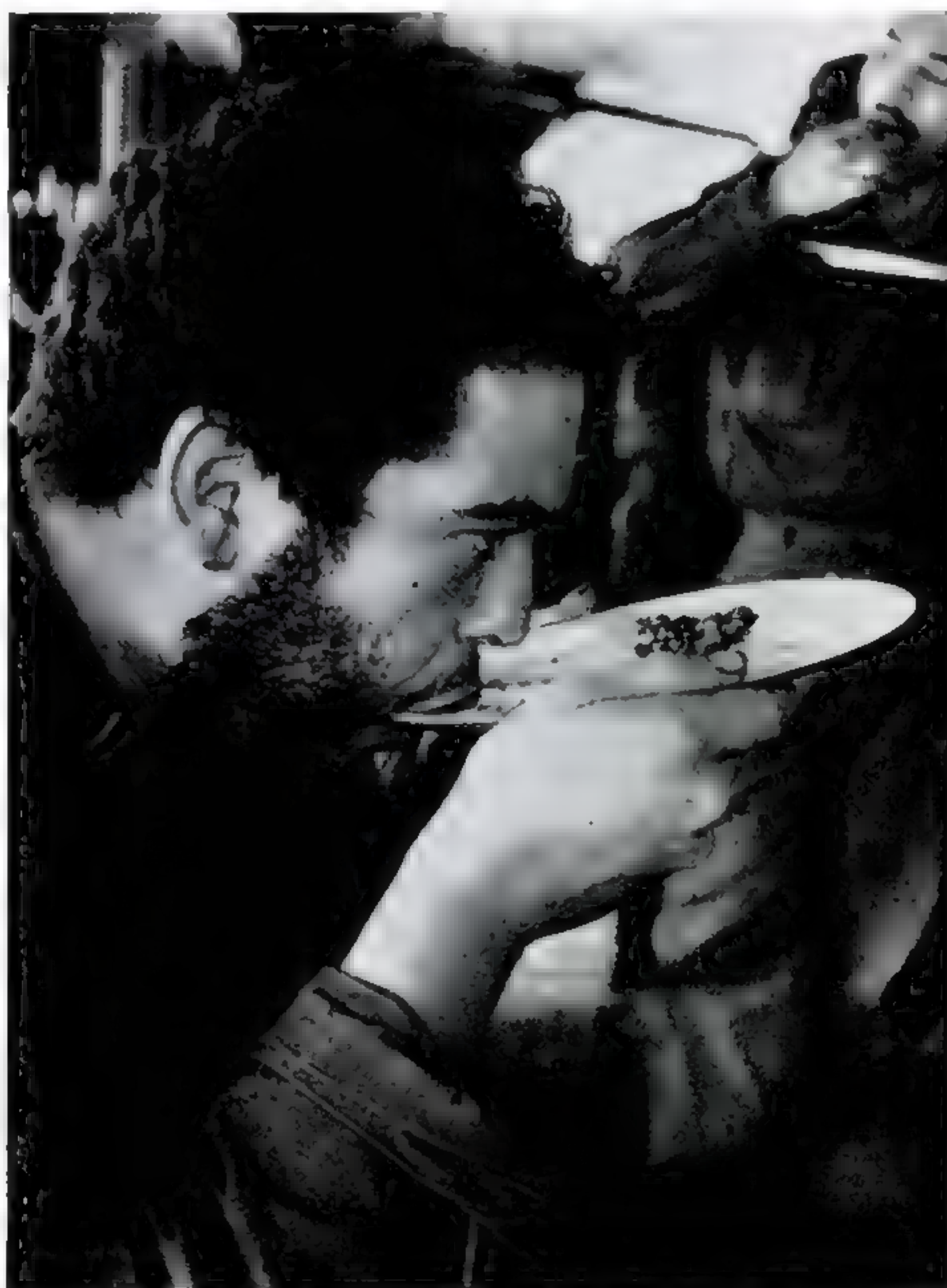




WAS TAKEN AT REQUEST OF THE REBELS, FLYING WHITE FLAG. THEY BELIEVED THAT THEY WOULD BE SAFER AFTER CAPTURE WITH SOME OFFICIAL RECORD

## IN NICARAGUA

vest-pocket war. The Somoza brothers' forces are strong. More important, the Somozas, who succeeded their dictator father in 1956, have allowed none of the cruelties with which Fulgencio Batista provoked Cubans. The new prisoners will be brought safely to Managua for trial. "They may go to jail," Tachito Somoza told St. George. "But if our opposition comes to terms, I'll probably just turn them all loose."



**HALF-STARVED REBEL** digs into a presurrender meal, his first hot food in 11 days. Rebels expected

air drops, but radio conked out before contact was made. They found country too poor to feed them.





PART OF THE NATION'S BOOMING STEEL OUTPUT, A 10-DAY STOCK PILE OF AUTOMOBILE BODY FRAMES LIES OUTSIDE FORD ROUGE PLANT IN DEARBORN, MICH.

# STEEL AT PEAK BUT FACING PERILS

Amid record production, a strike, inflation or both threaten the industry

From red-hot ingots in the mill to stock-piled seas of finished auto frames, steel was never bigger. In May the mills operated at over 92% of capacity and turned out an all-time monthly record of 11.6 million tons. Employment was 90% full. Workers' pay hit a new high of \$3.08 an hour and some company profits approached 10%. Moreover the spectacular and efficient steel production (next pages) and the members of the 500,000-man army (pp. 38, 39) that keep it rolling were the foundation of the over-all

U.S. business boom; one third of all the factory workers process steel products.

But the bright picture was clouded. The record output was spurred in part by fear of a steel strike. The three-year union contract with the mills expires on June 30. Labor-management negotiations for a new contract have been deadlocked for six weeks, and a strike was a real possibility. Or else, if the steelworkers win a wage raise and industry passes the cost on to the public in the form of higher steel prices,

the whole economy faces a new inflationary spiral. There could even be both a strike and an inflationary wage agreement later.

A short strike would not be broadly harmful because there is steel on hand for two months and summer production will probably be cut back anyway. Still, the cut in workers' purchasing power and in national economic growth would be painful. And an inflationary new wage contract could help unbalance both the national budget and many an individual taxpayer's.



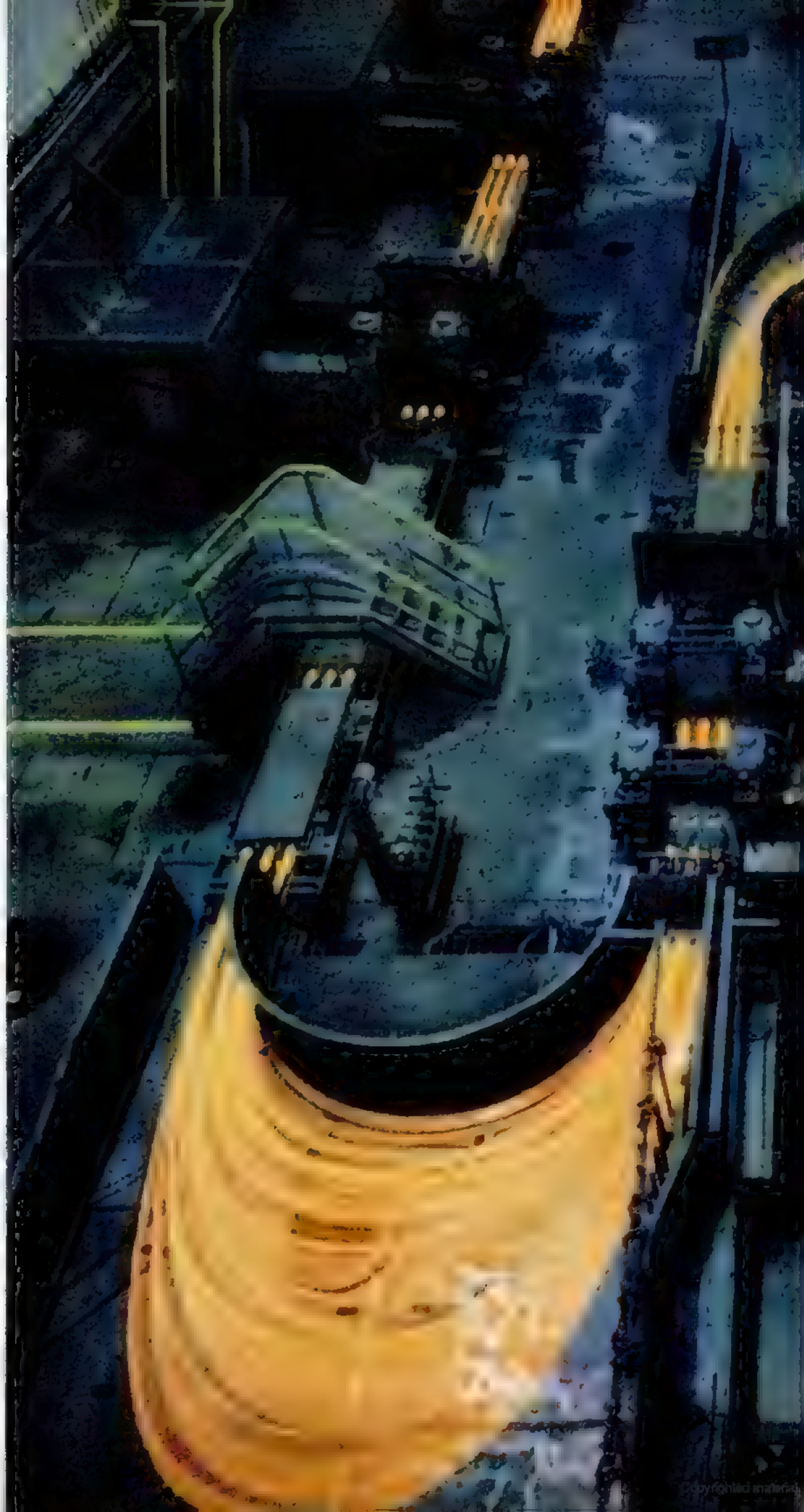




STEEL CONTINUED

## A MODERN MILL ROLLING FIERY RODS FOR WIRE

Speeding the output of steel products are modern mills like this one, the \$11-million rod mill at Jones and Laughlin's Aliquippa, Pa., plant whose production is shown in a spectacular time exposure. At top left, hot steel billets  $2\frac{1}{2}$  inches square and 28 feet long are added to three strands running through the mill. Successive sets of rollers squeeze the billets thinner and longer and move them faster. At bottom left and right, the incandescent strands, which have slack like the loops of film on a movie projector, come swinging out of one set of rollers before being drawn into the next. As strands come out of the "finishing train," the rectangular structure at right into which worker peers, they are moving at 60 mph and are reduced to rods of  $7/32$ -inch diameter. Rods will be cooled, then further drawn to make wire.



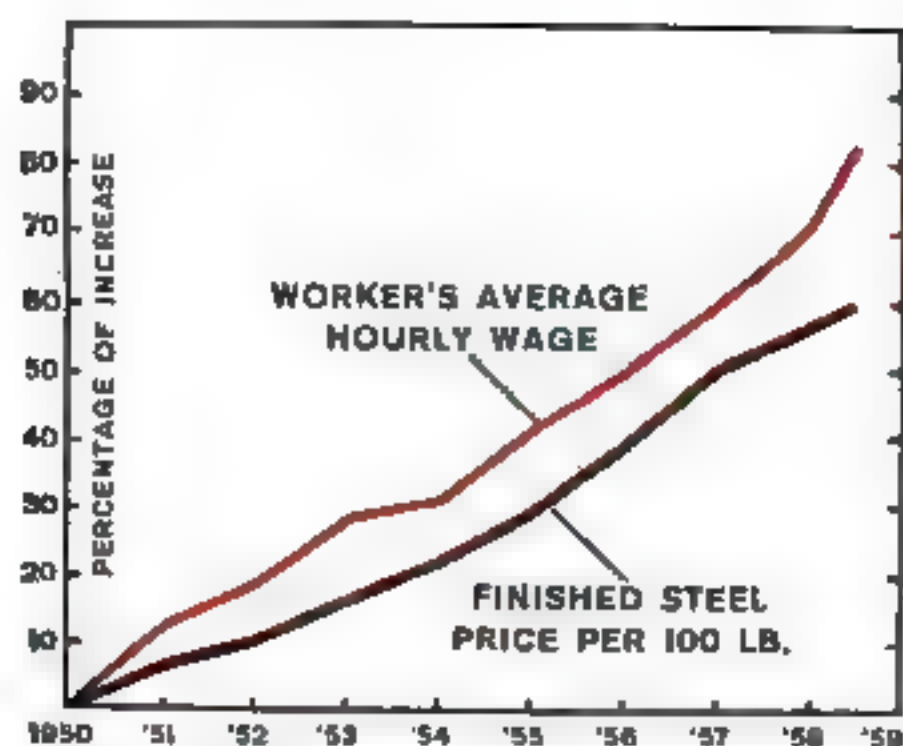












**PRICE-WAGE RISE** since 1950 shows that workers' pay has risen somewhat faster than steel prices.

## HOT, HARD WORK AND HIGH WAGES

Steelworkers are well paid. Their wages have climbed (chart above) until they now earn 38% more than most factory workers. Thanks partly to automation, their productivity has climbed too. Dale Clover, a skilled steel man, can afford a \$16,000 house and a \$3,000 car. But the workers suffered long layoffs last year and the recent steady work has not permitted much financial catching up.

As much as they want better pay, the workers also want job security. Some fear that higher wages may be eaten up by a rising cost of living. If the union-management talks (next pages) fail, there are even some workers who will be glad to strike just to get the time off.



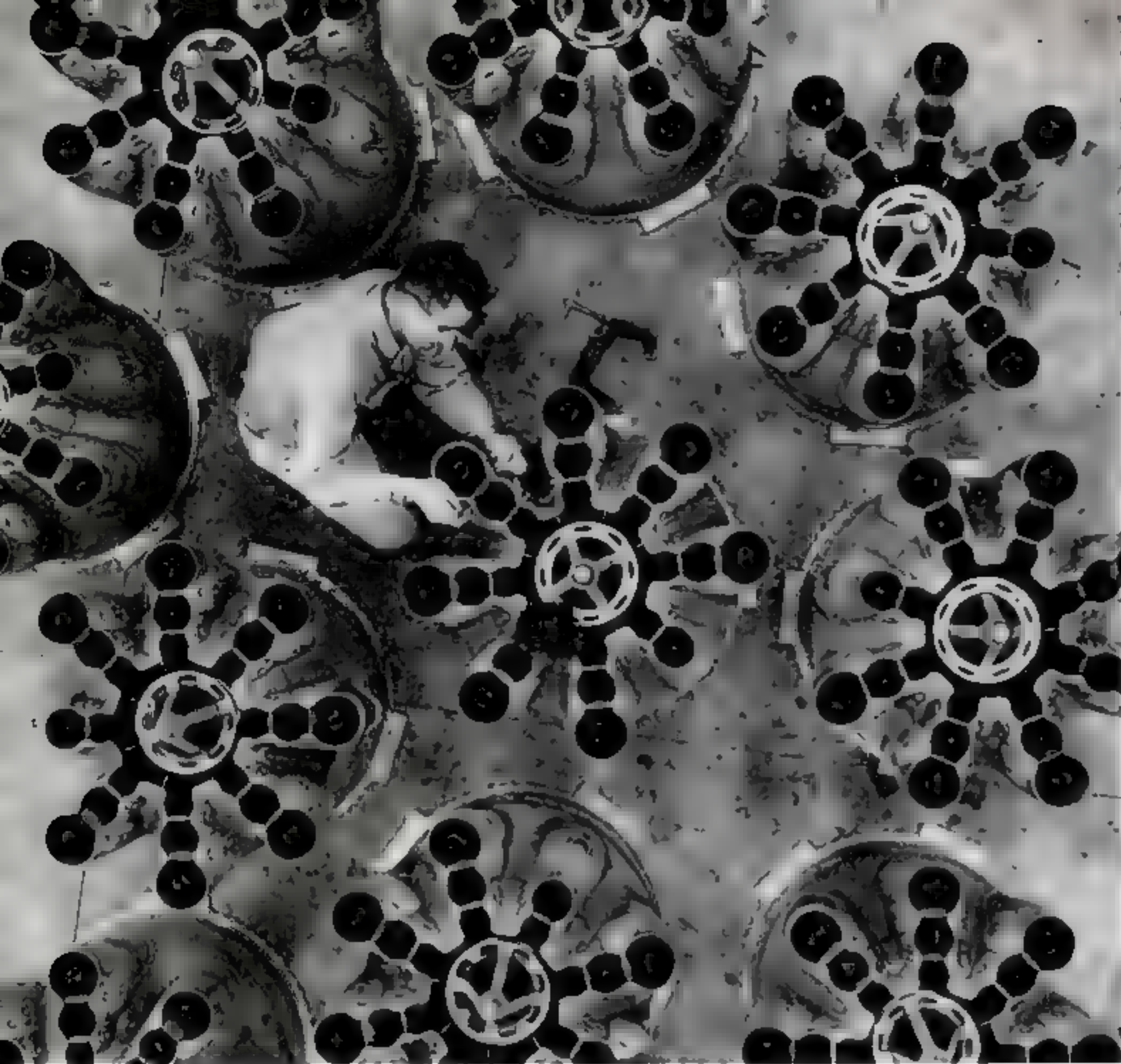
**SAMPLING STEEL, DALE CLOVER USES A LONG-HANDLED TEST SPOON AT THE ALLEGHENY-LUDLUM MILL**



**← IN THE GLARE**, goggles of Arnold Yeater reflect flame coming from Bessemer converter. Yeater makes \$2 55 an hour at Weirton Steel in Weirton, West Va.

**ON THE LAWN** of his \$16,000 house in Natrona Heights, Pa., Dale Clover mows after work while wife Mary Lou rests in hammock and children play Monopoly.





WELDED-STEEL JET NOISE SUPPRESSORS ARE FINISHED AT DOUGLAS AIRCRAFT IN SANTA MONICA



STAINLESS STEEL SECTIONS ARE USED FOR SKIN OF



UNION NEGOTIATOR DAVID McDONALD

## STEEL PRODUCTS FOR THE JET AGE, BUT

The always important role that steel has played in the U.S. economy has been magnified in recent years by the need for special steels for the jet and space age. Suppliers of such critical steels get fancy prices, from 50 to 100 times those of ordinary steel. Thin-gauge stainless steel has the ideal ratio of strength to weight for the protective skin of the Atlas ICBM (above, center). Over half the metal used in missiles is steel. Dozens of new alloy steels, often formed into exotic shapes (above, left and below), have been

devised for jet plane components. Beyond these, top steel scientists are now working on the superalloy "dream steels" which combine enormous tensile strength with extreme lightness, for the space ships of tomorrow. Thus even though steel stocks are high, a strike in the industry could slow down and impair its essential contributions to national defense.

But the labor contract negotiators—David J. McDonald, president of the United Steelworkers (left), and R. Conrad Cooper, executive vice president of

LOOKING LIKE A MUSTER OF HUMPTY DUMPTIES, WORKERS AT THE RYAN AERONAUTICAL CO. IN SAN DIEGO, CALIF. STAND INSIDE STAINLESS STEEL SHELLS







ATLAS ICBM AT THE CONVAIR PLANT NEAR SAN DIEGO



STEEL COILS FOR AUTOMOBILE BODIES ARE STORED IN BIG CHRYSLER WAREHOUSE IN DETROIT

## STEEL TALKS AT HORSE-AND-BUGGY PACE

U.S. Steel and the industry's chief spokesman (*opposite page*)—seemed back in the horse-and-buggy age as they pattered along in their bargaining. After weeks of jockeying in the talks at New York's Hotel Roosevelt, neither side had really said what it would settle for. As usual, McDonald wanted more pay and benefits for his men, but he would not indicate exactly how much for fear of not getting it and thereby losing face and power in his union. Industry said that it was "resisting" a wage boost but gave little

clue what it would take to overcome its resistance.

Actually, close observers of the contract talks had a good idea of what the eventual agreement might be: a raise of about 10¢ an hour, which might well bring a rise in the price of steel. McDonald had to get about 10¢ more to improve on the old contract which last year automatically gave his union's men an 8¢-an-hour general raise. But whether this or any other agreement would be signed without a strike, which could start this week, was still a big question.



INDUSTRY'S MAN, R. CONRAD COOPER

FOR EXHAUST DUCTS OF DOUGLAS C-133 MILITARY TRANSPORT PLANES. THE SHELLS ARE MADE OF TWO PIECES OF CURVED STEEL, SPOT-WELDED TOGETHER





"People's capitalism," the idea that more and more of our citizens should own shares in the industries that provide our livelihoods, is something we have often applauded. A shareholder census just taken by the New York Stock Exchange discloses:

- ▶ That 12,490,000 Americans now own shares in public corporations.

- ▶ This is nearly a doubling of stockholders since 1952.

- ▶ One out of every eight adults is now a stockholder (and the majority of stockholders are women).

This is welcome news indeed, in a month which also marks the 10th anniversary of the beginning, on June 13, 1949, of the biggest bull market in U.S. history. On that day a 34-month bear market struck its low of 161.60 on the Dow-Jones average of 30 blue-chip stocks. Shortly before, *LIFE* (March 21, 1949) had called attention to the unprecedented anomaly that many stocks were selling for less than the cash the company had in its till, and for as little as seven times their earnings. Those incredible bargains didn't last long. In the almost uninterrupted rise in the decade since, the Dow has soared as high as 643.79 (last week's high: 627.49), and investors are now willing to pay nearly 30 times earnings for a stock like G.E. To many, such prices look dizzy, since they represent a five-fold increase in market values in a decade when earnings rose 53% and dividends 80%. But at least the growth in real values has been steady and is still pointing up.

There is, we should warn, a world of difference between the citizen investing for income and growth and some of the self-imagined "sharks" who are hanging breathlessly in brokerage rooms trying to make a "quick turn" in an hour or so on minor fluctuations. These not only spend their time unproductively but are more likely to turn out to be suckers than capitalists in the long run.

However, the spread of the responsible ownership of capital is a healthy sign. The more such ownership can be diffused among all the people, as Louis Kelso and Mortimer Adler argue in their recent *Capitalist Manifesto*, the more chance we'll have of stopping the drift toward Russia's type of state capitalism. They argue that the more big unions force excessive wage hikes and the more price rises force inflation, the more the state must also intercede with bureaucratic meddling in economic decisions. The dispersal of the ownership of capital could reverse this. An example of such dispersal: the employees of Sears Roebuck now in effect own control, through their company stock held by the pension fund. Ordinary Sears workers have retired with more than \$100,000 of benefits. Millions of union members are now indirect stockholders via pension funds. In theory, at least, it would be healthy for the economy if future wage increases were paid in shares of stock. Whether that is feasible or not, the more "people's capitalism" we have, the more capital and labor will be intermixed and truly partners in production.

## 'LIVE UP TO THE BEST IN YOU'

After sampling a number of 1959 commencement orations it is a relief to report that the favorite theme of recent years—"don't be a conformist"—has about run its course and looks like being in for a nice long rest. In its place there is emphasis on what Professor Max Lerner, himself a veteran commencement orator, calls "raising the cultural level, pursuing excellence, training leaders, and building the republic of the intellect." More rigorous standards of mental effort—that's the new American theme, and a good one too.

But effort for what? Some speakers, like Secretary McElroy at Wellesley, wanted educational excellence for "the strength and survival of our democratic society." Or Dr. Edward Teller at Marquette: "The advantages of direct action, of strict organization, are with [the Soviets]. We have nothing but the ability of the individual." Or Undersecretary of State Dillon: trained individuals are "a priceless asset that we must employ to the fullest." Not everyone took a straight utilitarian view. Governor Ribicoff of Connecticut at Amherst said we need "a sabbatical leave so that we may ponder the nature and meaning of life." The chaplain of Columbia, John McGill Krumm, warned that the life of the mind, however excellent, is not an adequate goal in itself. "Man does not only *think*. He loves. He dreams. He sacrifices himself. He builds. He runs risks. He worships. . . . No heavier responsibility rests upon the intellectual than that of involving himself critically but constructively in this modern search for the true and full meaning and purpose of life."

One commencement address approached this "meaning and purpose" more personally. It was given by our colleague, *LIFE* Senior Editor Sam Welles, to graduates of Seabury-Western Theological Seminary. Sam Welles is a layman, but he is also the son, grandson, brother and nephew of Episcopal priests, and he put authenticity into his advice to young ministers by giving them a picture of his father, the late Reverend Samuel Gardner Welles of New Jersey. Since what Sam said about his father tells something of how to live a useful and happy life in any calling, we quote it:

"Unlike so many good talkers, he had the ability to listen raptly to anything people had to say. Even if they were boring,

he waited until he got their drift and then did what was possible to help.

"I remember a prominent lawyer to whom my father used to turn when he needed money for some urgent cause. The lawyer once said to me, 'Your father can get anything he asks because he never asks anything for himself.' He spent the last 22 years of his active ministry at institutions scattered over 6,000 square miles of New Jersey. He was so vital, vivacious, friendly and fervent that he could do whatever he felt was right—and make it seem highly suitable. When he rescued a bearded woman from jail, he brought her to our house while he figured out how to get her back to a sideshow in a traveling carnival.

"At each service at each institution he visited, he made people feel right at home. Even if he knew somebody could not read, he would hand him a hymnal. Once an officious nurse blared out, 'Don't give Jenny a book. She's illiterate.' Father gave it to her regardless. 'Thank you,' said Jenny. 'You make me feel I'm really taking part.' When he was administering Communion, he would remember which people were hard of hearing. When he reached one, his low-keyed 'The Body of our Lord . . .' would change to a shouted 'THE BODY OF OUR LORD. . . .' He also loved to give the blind big, fragrant bunches of flowers they could really smell.

"Father was not as vocal as some on the subject of social betterment. Nor was he a great hand at signing manifestoes. But not for nothing was he called 'a consecrated mule.' When it was necessary to interest the governor or high state officials in a project, Father had the patiently smiling persistence to get something done. I met Abraham Epstein, the social welfare pioneer, who told me what my father had never mentioned: 'Sam Welles did more than any other man to get the old-age pension law passed in New Jersey. And it was a model of its kind.'

"Just after my father's death a highly cultured and affluent bishop and a poverty-stricken Negro ex-convict each told my mother the same thing: 'I have lost my best friend.'

"Father did try to live up to the best that was in him. Now you in turn can spend the rest of your lives trying to live up to the best that is in you."



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New Freshness — easy-going, gentled by a super-fine white filter.

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Refreshment at its very best!



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*(We buy the fruit when  
you buy the cereal!)*

Wait no longer. Summer's luscious fruits are now arriving in boxes and bunches and baskets. Choose your favorite. Let it color up and flavor up your favorite Kellogg's cereal. Fruit that's juicy, cereal that's crisp, milk that's good and cold—makes you hungry just to think about it! To celebrate this happy breakfast event, Kellogg's goes Dutch Treat. We buy the fruit when you buy the cereal!

*"The best to you each morning"*

*from KELLOGG'S of Battle Creek*

### **FREE FRUIT OFFER!**

How to get your Kellogg's "Dutch Treat Certificate"

Just send us the tops from any two packages of Kellogg's Corn Flakes (8-oz. or 12-oz. or 18-oz. size) or any two packages of Kellogg's Rice Krispies (5½-oz., 9½-oz. or 13-oz. size). We'll mail you a Kellogg's "Dutch Treat Certificate" worth 25¢ on your purchase of any fruit—good in any store. Address your box tops to Fruit and Cereal, Box 850, Marion, Ohio.

*(Offer limited to one request per family and expires August 31, 1959.)*

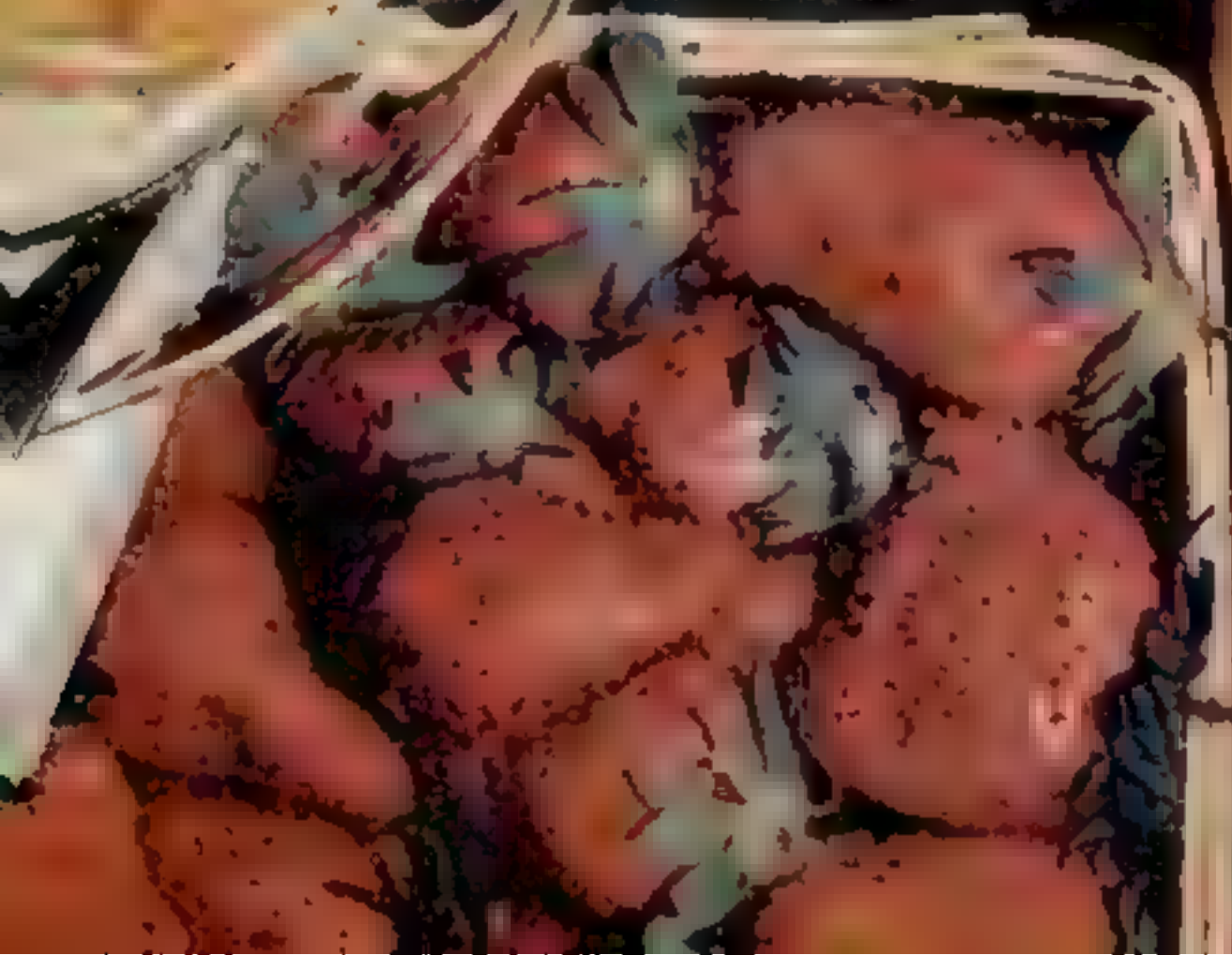




Kellogg's  
**RICE  
KRISPIES**



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Had to go meet Grandma's  
plane without you—sorry!  
Sandwiches in bread box  
Be good kids!  
Mom



**KOOL-AID** is the Instant Soft Drink that most families like best. Tiny crystals of concentrated flavor burst into a pitcherful of pure refreshment. A package makes two quarts. General Foods Kitchens sees to its unvarying good quality.



# A LOOK AT THE WORLD'S WEEK

## TOES UP FOR MARGARET

On a "private" trip to Portugal, Princess Margaret took a toes-up dip in the secluded swimming hole of Viscount Antonio Asseca near Cintra. Before her swim police shuttered all nearby windows. Approach roads were blocked. But French Photographer Daniel Camus got this picture of the princess on a visit marred by just this sort of overzealous police protection.

## WET GROUNDS, GAME IS ON

At the National Open golf championship at Mamaroneck, N.Y., rules for rainy weather, raincoats and umbrellas dominated the wettest tournament in Open history. On the last day, the scores soared because of high wind, and when the struggle with par and the elements was over, the winner was jovial Bill Casper, master putter, with a two-over-par 202.





**Zenith—famous for quality—presents the world's most powerful pocket radio of its size!** It defies comparison! This all-transistor Zenith has 300% more sensitivity because of a specially designed circuit; has richer, fuller tone because of a new inverted cone speaker; has Vernier tuning that makes pin-point tuning so much easier. Performs beautifully where other radios fail—in planes, trains, cars and boats. Unquestionably the finest radio of its kind. Non-breakable nylon case in maroon, white or ebony, the Zenith Royal 500D, \$75.\* Other Zenith quality pocket radios priced as low as \$39.95.\*



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*The quality goes in before the name goes on*



ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS. The Royalty of television, stereophonic high fidelity, instruments, phonographs, radio and hearing aids. 41 years of leadership in radioelectronics exclusively. \*Manufacturer's suggested retail price without batteries. Prices and specifications subject to change without notice.

WORLD'S WEEK CONTINUED



#### BIRTH OF QUADS RESULTS

The event was enough to set any couple grinning. Photographers rushed to East Orange (N.J.) General Hospital to take pictures of the father, Jerry Bravata, and the mother, here with their new quadruplets. Gift offers poured in. But beneath his grin Jerry was "kinda



#### ...WIFE OF QUADS' FATHER COLLAPSES

Told that her estranged husband was the father of four more, Mrs. Grace Bravata fainted in arms of a N.Y. *Daily News* reporter (left), her sister, and son Robert, 11. "Oh the punk!" she exclaimed. "He can't support two children. How can he support six?" Mrs. Bravata, a Catholic, said she could not seek a divorce. But Bravata was hopeful he could straighten everything out by getting a divorce and remarrying.





### IN PRIDE AND A PROBLEM

shaken"—and not only by thoughts of supporting quads on \$80 a week. He and the mother, Louise Strohle, were not married to one another. Understandably, Jerry worried how his legal wife, from whom he had been separated for two years, would take the news (*below, left*).



### HISTORIC PAIR CAUSES DOUBLE TAKE

Sitting stiff and unblinking, two unlikely traveling companions out of the past drew curious looks as they arrived at the Newark (N.J.) airport. Wax figures of Ludwig van Beethoven and Queen Mary I of England, called "Bloody Mary" because of the executions she ordered in Reformation times, were shipped in style from Louis Tussaud's Waxworks in England to its first overseas branch in Niagara Falls, Ontario.

CONTINUED

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the fastest, most gentle to the stomach relief you can get!

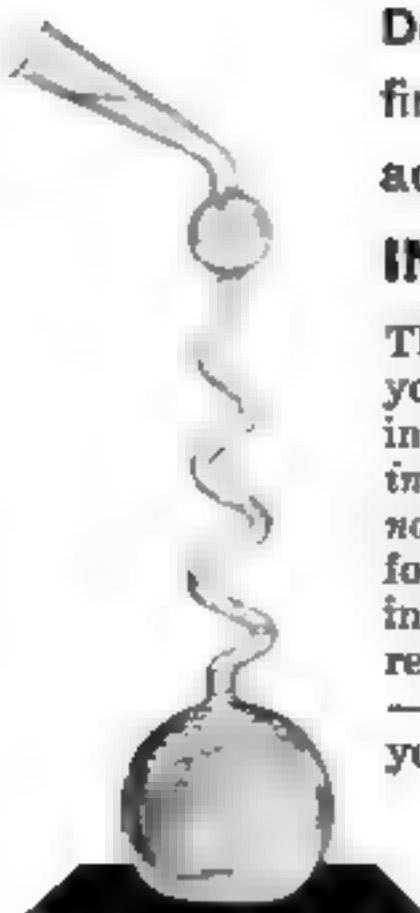


### AMAZING NEW DISCOVERY!

Doctors look inside a living person's stomach, find Bayer Aspirin has astonishing action that brings relief without delay—

### INSTANT FLAKING ACTION!

This medically designed beaker represents the area from your mouth to your stomach. It illustrates what doctors saw in a living person's stomach: that Bayer has an astonishing *instant flaking action*. A Bayer tablet enters the stomach—not whole—but in soft, tiny flakes. So, there's no waiting for relief until the tablet disintegrates. Bayer Aspirin is ready to go to work instantly—*without* delay—to make you feel better fast.







First in quality,  
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**Pal Injector Blades.**  
No better injector  
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Only PAL has used-blade vault  
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PRECISION **A-S-R** PRODUCTS  
A-S-R PRODUCTS CORPORATION



### REVELRY FOR ROCKY IN WASHINGTON

In his first political appearance in Washington since he became governor of New York, Nelson Rockefeller was honored guest at the Capitol Hill Club. Denying he was a candidate for anything, he said he had come on state business and to have lobster and fun with fellow Republicans, including Congressman Carroll Reece (center), Charlie Halleck,



### BELGIAN WELCOME TO YOUNG LOVERS

Driving through balloon- and bouquet-filled streets of Liège, Prince Albert of Belgium and Italian fiancée Princess Paola greeted well-wishers. Visit was part of a cross-country tour before their wedding, set for July 2 in Brussels. Pope John XXIII had himself canceled earlier plans for Vatican wedding after strong criticism of it in Belgium.



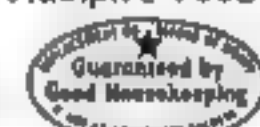
### ON A SALT-FREE DIET?

Start enjoying meals again by seasoning your food with Adolph's, the best-tasting salt substitute made. Adolph's looks and sprinkles like salt—retains its flavor in all cooking, baking and canning. Adolph's contains Mono-Potassium Glutamate, which accentuates the true flavor of all foods—makes them taste their natural best. Ask for Adolph's Salt Substitute at your grocer's.

#### FREE SODIUM CALCULATOR

Adolph's new vest-pocket Sodium Calculator gives sodium content of all familiar foods in average household serving portions. A handy guide for low-sodium menu planning. Write for free copy, Adolph's Food Products Ltd.,

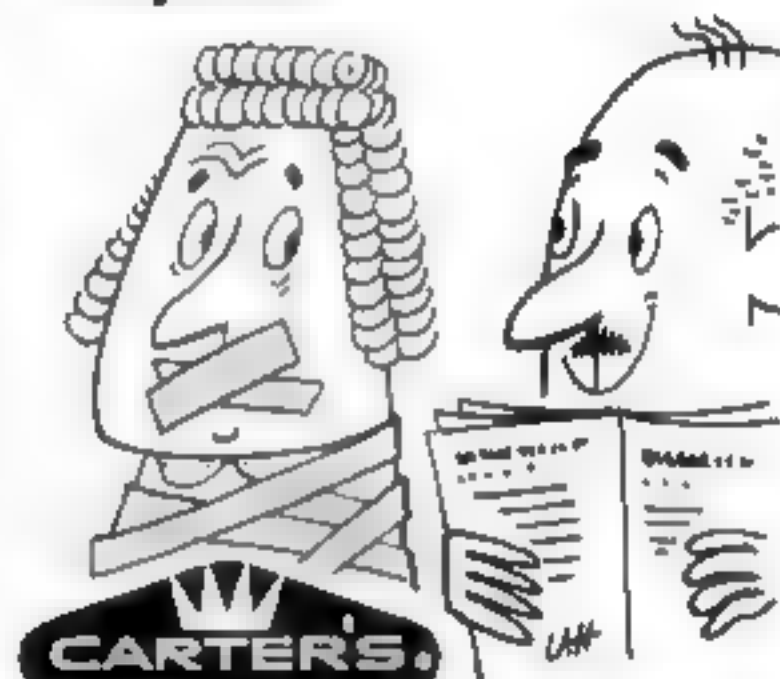
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79¢

FOR ATHLETE'S FOOT

Satisfaction Guaranteed or Money Back

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IN  
**Rayex**  
MINALITE SUNGLASSES

Protect your eyes from searing skies with Rayex MINALITE, the scientific lens that lets you look at the sun! Sees you through the sunniest day in smart cool comfort... keeps glare OUT, lets natural color THROUGH. S icon-coated anti-fog and scratch resistant.

There's a Rayex style priced for you, at better stores everywhere.

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**FINEST EYE PROTECTION UNDER THE SUN!**



NOW—A MEAL THAT SHOUTS

**MEAT, MEAT, MEAT**

TO YOUR  
DOG!



NEW!

## NEW **MEAT RED** **KEN-L-MEAL**

Real **meat** meal, carefully  
blended with other good  
things, gives it

**meat** flavor

**meat** aroma

**meat red** color

plus protein and energy  
in every bite!

Meat! You know how dogs love it. Now, here's a completely  
balanced dinner your dog will love as much as meat itself!

It's got the wonderful taste of meat. It's got meat aroma. A  
succulent, satisfying, come-and-get-it smell. It's got meat red  
color. The color of good fresh hamburger.

It's better than meat alone because it contains more nutrients  
than meat alone provides. Protein and energy in every bite.  
It's a blending of all the nutrients, vitamins, minerals that  
dogs are known to need—in one wonderful dog food. New  
Meat Red Ken-L-Meal . . . he'll never want anything else.

**GUARANTEE**—We guarantee your money back with a smile if  
you're not satisfied. Simply send bottom of Ken-L-Meal package  
to Ken-L-Products, Box 6015, Chicago 80, Illinois.



In 3, 5, 10 and 20-lb. sizes!





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*Have you tried the catsup with the one extra spice?*

Grandma Snider used to cook up small batches of Snider's catsup in her aroma-filled country kitchen. She'd simmer fat tomatoes in her copper kettle. When the thick red broth had cooled she strained it carefully through fine cheesecloth.

Then she put in precise pinches of onion and garlic, dark cloves, crisp celery bits and pimento berry spice. She laced this work of art lightly with apple cider vinegar and sweet syrup. Now she added one extra spice: A whisper of Capsicum, the red and yellow chili pepper with the bright skin.

*We follow Grandma's recipe with a strict conscience today. Sometimes we think we make Snider's too carefully when you tell us your grocer runs out of it too fast. But we won't change the recipe or hurry the cooking. You wouldn't want us to. Neither would Grandma.*

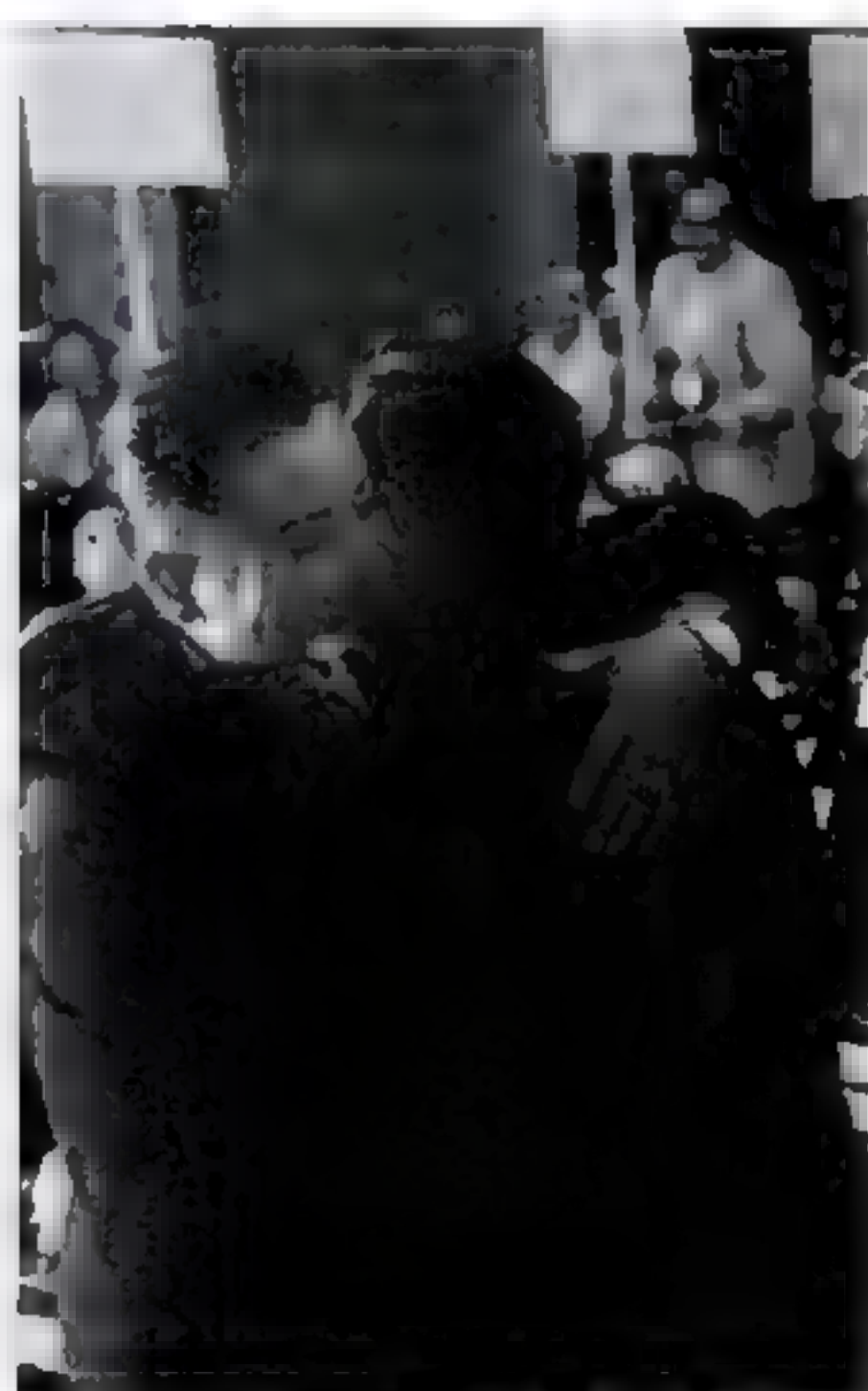
**Snider's**  
*the chili pepper catsup*





AT FOREST WHERE TREES ARE PLANTED IN MEMORY OF JEWS KILLED BY NAZIS, B'NAI B'RITH MEMBERS DEDICATE CAVE CARVED IN HILL AS SHRINE TO MARTYRS

## PILGRIMAGE OF JEWS TO LAND OF ZION



WINNER, LOSER, new B'nai B'rith president Label Katz (right), opponent Herman Fineberg embrace.

### Delegates of B'nai B'rith hold convention in Israel

Facing toward the Holy Land three times daily, Orthodox Jews for centuries have prayed to return to Zion: "Blessed art thou, O Lord, who gatherest the dispersed of thy people Israel." Recently 1,300 members of B'nai B'rith, Judaism's worldwide philanthropic and service organization, did return to Israel for their first convention ever held outside the U.S.

For most it was a first journey to Israel and a deeply moving one. They made it a pilgrimage to landmarks of their heritage, touring by bus from Dan to Beer-sheba, winding through Galilee, the plains of Sharon, the Judean hills and the Negev wilderness. There were also grim reminders of bitter recent history (above).

The ancient prayer for Jewish unity became the meeting's issue: with a modern Zion now created, must U.S. Jews settle there? The retiring president of B'nai B'rith, Philip Klutznick, declared, "Any clanging of the tocsin for large numbers of American Jews to . . . emigrate to Israel is a self-defeating effort." Replied Prime Minister David Ben-Gurion, "Jewry will find spiritual content only here . . . because here they can forget they are Jews."



LONG PARTED COUSINS, Dr. Albert Elkes of Israel fondly clasps Albert Elkes of Washington D.C.





**ROLLS EVERYWHERE...  
COOLS ANY ROOM YOU'RE IN!**

## New Westinghouse Mobilaire® Conditioner

Now you can dine in comfort . . . sleep blissfully relaxed . . . live refreshed room-to-room. New Westinghouse Mobilaire Conditioner moves easily on its adjustable Mobilecart accessory. The most practical air conditioner ever built, you can even take it with you to playroom, patio or summer cottage. Easily removable for washing windows or storage.

The Westinghouse Deluxe Mobilaire does everything for your comfort. It's quiet. Dehumidifies and filters. Multi-speed fan

control lets you choose "full cool," "quiet cool" or simple air "circulation." Adjust room ventilation to your individual comfort with the variable ventilation control. Directional grilles give you draft-free cooling. Adjustable dual thermostat.

**Capacity to spare . . . cools full-size rooms.** Only 14" high, 24" wide—yet so powerful! Choose any capacity you need—1, 1½, 2 HP models. See the wonderful new Mobilaire at your Westinghouse Dealer's today. It's priced surprisingly low.



**YOU CAN BE SURE...IF IT'S Westinghouse**  
Westinghouse Electric Corporation, Room Air Conditioner Dept. Springfield 2, Mass.  
WATCH "WESTINGHOUSE LUCILLE BALL-DESI ARNAZ SHOWS" CBS-TV MONDAYS







**MEMORIAL CANDLES** for Nazi victims are placed in Chamber of Destruction by American B'nai B'rith members (left to right) Benjamin Handlum, A. Solomon Menter, Mrs. Harry Barton, Judge David Rose.

CONTINUED

SEE HIGH CAPACITY 1 HP, 1½ HP, 2 HP MOBILAIRES ON DISPLAY AT YOUR WESTINGHOUSE DEALER

**TENNESSEE (cont'd)**

**NASHVILLE** (con't)  
Pish Furn. Co. (2 stores)  
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**OLD HICKORY** Irwin Furn. Co.  
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**RIPLEY** Hunt's Super Hdw.  
**SELMER** Owen Bostick Furn. Co.  
**SPRINGFIELD** Stewart Williams Co.  
**TULLAHOMA** Weddington Arm. Hdw.  
**UNION CITY** Clymer's

**VIRGINIA**

**ALEXANDRIA** George's  
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**CHARLOTTESVILLE**  
Nanette's Southern Electric Co.  
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**DANVILLE** Danville Hardware Co.  
Johnson's Department Store  
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**FALLS CHURCH**  
**FIELOALE** Larry & Arley (2)  
**FRANKLIN** Whitley Hardware  
**HANOPTON** Howard & Roberts  
**HOPEWELL** Atkins Phillips  
**LYNCHBURG** Harry Hagg Company  
**MCINTOSH** Larry & Arley (2)  
**NEWPORT NEWS**  
Broadway Dept. Store  
McLure's Appliances & Appliances  
Newport News Tv. & Appliances  
Shirley-Howe Electric Co.

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**7½ amps. 1 HP model plugs into adequately wired 115-v. circuit. Also 230-v. models.**

**BEAT THE HEAT**  
with an air conditioner

**YOU CAN BE SURE...IF IT'S**  
**Westinghouse**



B'NAI B'RITH



**WIFELY PRIDE** Lights Mrs. Label Katz as she claps hands and smiles at husband during speech announcing him for B'nai B'rith presidency. Katz, a real

estate planner from New Orleans, campaigned throughout U.S., speaking to delegates and won easily. Of a 500 attending convention, 340 were U.S.

hurry, hurry, hurry...get your **U.S. KEDS**



the shoe all America plays in...

LOOK FOR THE BLUE LABEL



*The Shoe of Champions*



**United States Rubber**

Rockefeller Center, New York 20, New York



"RC?  
*That's for me!*"



One sip tells you—what a wonderful difference RC *freshness* makes. Today's Royal Crown has a sprightly, bright, delightfully less sweet taste all its own. (It's made from fresh, protected concentrate instead of perishable syrup.) Try RC and see. *Wonderful*, ice-cold!

You'll prefer

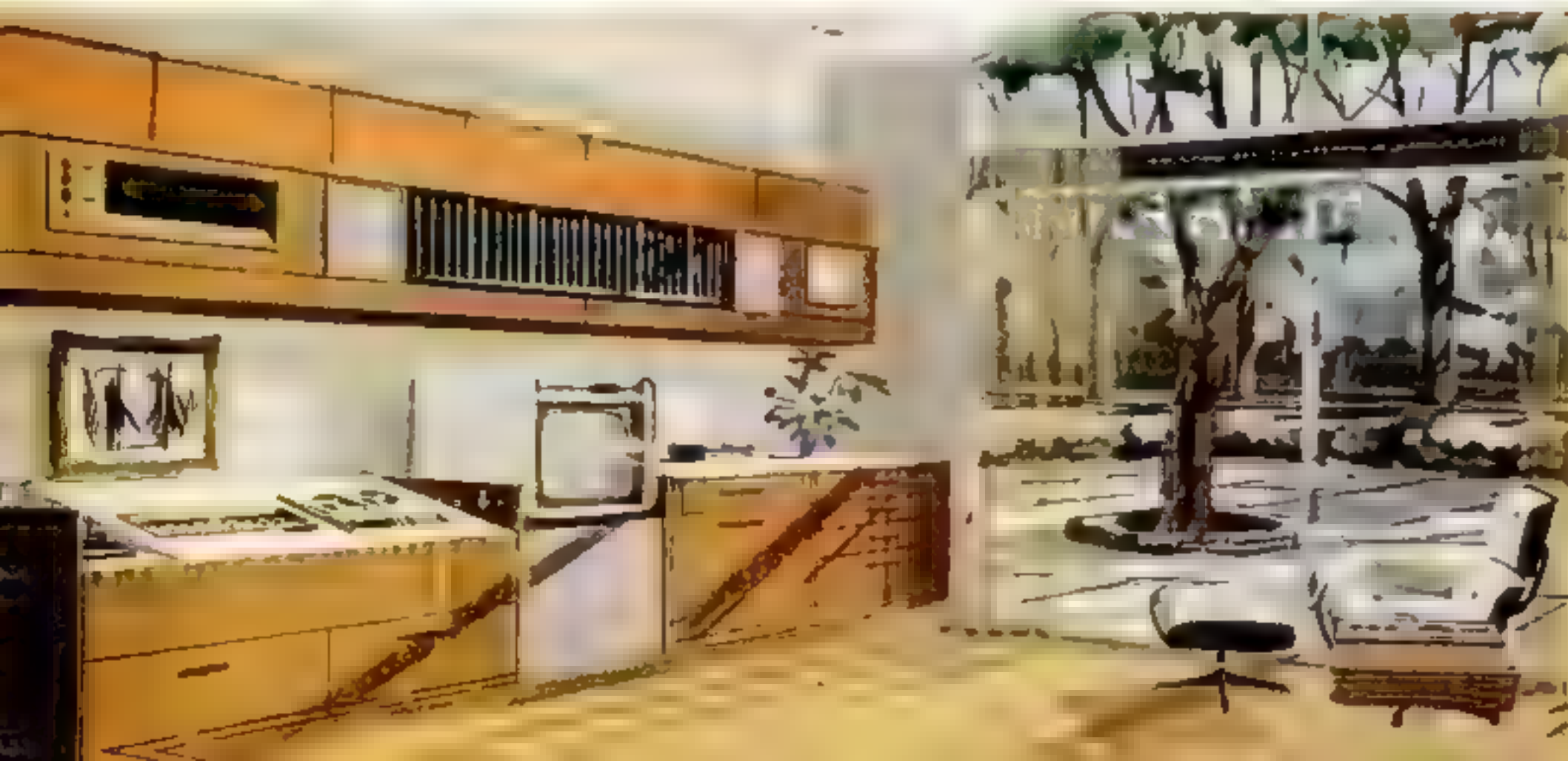


the *fresher* refresher





# THE TOTAL ELECTRIC HOME



**ELECTRIC HEATING** is the heart of a Total Electric Home. Electric heating is clean, dustless, and flame-free. Saves you endless hours of work. And it's as noiseless as a light bulb. Without electric heating you don't have Total Electric Living. Above, at left is a glimpse of the Food Preparation Center, next the Weather Control Center, at the right a partial view of the Dining Center. Throughout the house, electricity is at your beck and call.

**ENTERTAINMENT CENTER** A word of entertainment at your fingertips—a whole wall of built-in pleasure. Television, movies, stereo hi-fi, tape recorder, record and tape storage, AM-FM radio, built-in card tables, chairs, games and remote viewing to other areas of the house via closed circuit television.





This design was chosen to illustrate Total Electric Living because large glass areas let you view the electric centers. Total Electric Homes can be built to suit any climate, any taste.

# WESTINGHOUSE

## ushers in a new concept in total electric living

A home where electricity does everything... heats... air conditions... launders... illuminates... cooks... preserves food... entertains... opens up a wonderful new chapter of living.

What is so different about the home pictured above? Practically everything! Electricity does the heating... and the air conditioning. And what a difference that makes! Electric heating is safe, silent, dustless, and draft-free. There's no smoke, soot, or flame. Draperies, walls, rugs, and furniture stay fresh for years. Housecleaning shrinks to insignificance.

Electricity heats each room individually if you wish... and to the exact temperature you choose. You can have baby's room extra warm for his bath; his older brother's room cool for his nap.

And electricity keeps you delightfully cool all summer—in every room in the house. The "Weather Control Center" does the masterminding. Besides regulating temperature and humidity, it controls the precipitron and germicidal lamp which eliminate pollen and airborne health hazards. It actuates self-adjusting sun shades and draperies

... de-ices the sidewalk and driveway... even controls the lawn sprinklers in dry spells.

In the living room of the Total Electric Home is the "Entertainment Center"... with television, movies, stereo hi-fi, tape recorder, record and tape storage. AM-FM radio, games, card tables and chairs. At a flick of your finger a movie screen descends, and across the room a projector comes out of hiding... and on with the show.

The "Food Preparation Center" is an unbounded joy for anyone who loves to *create* meals. There is a platform electric range. An electronic oven. A 23-inch wall oven. A wealth of refrigerator and freezer storage, a dishwasher, and an automatic appliance center that times portable appliances that do every conceivable job. A place planned for everything so that working in this kitchen is streamlined, easy, and fun.

And so it goes throughout the house. In the

laundry and home planning center... the home workshop... the health and beauty center... the child's education center... the outdoor living center. Electricity is everywhere ready to do your bidding in new and unexpected ways.

But far more important than providing personal convenience, comfort, and leisure, the Total Electric Home brings to all the family the time and energy to develop culturally... to pursue new interests previously blocked by the sheer physical demands of living. It provides the atmosphere in which a better American life can flourish.

**Westinghouse**  
**TOTAL ELECTRIC HOME**  
HEATING • COOLING • APPLIANCES



YOU CAN BE SURE... IF IT'S **Westinghouse**

TURN THE PAGE FOR MORE





**FOOD PREPARATION CENTER**—Truly an inspiration for creative cooking. An electronic oven to cook frozen foods to perfection in minutes. A wall oven that keeps roasts hot, rare and juicy for hours without overcooking. New ideas in refrigeration and freezer conveniences.

You discover one Westinghouse wonder  
after another in the

## TOTAL ELECTRIC HOME

Not the least of these are the wonders you work with light. Approach the house, and it lights up in front of you automatically. Inside, Beauty Tone™ lamps let you *decorate* with light. And you can fit the lighting to your mood by increasing or decreasing its intensity with special controls.

Most of the things you see here are available now. Others are in the future. But you can enjoy Total Electric Living today by using these living centers as a guide.

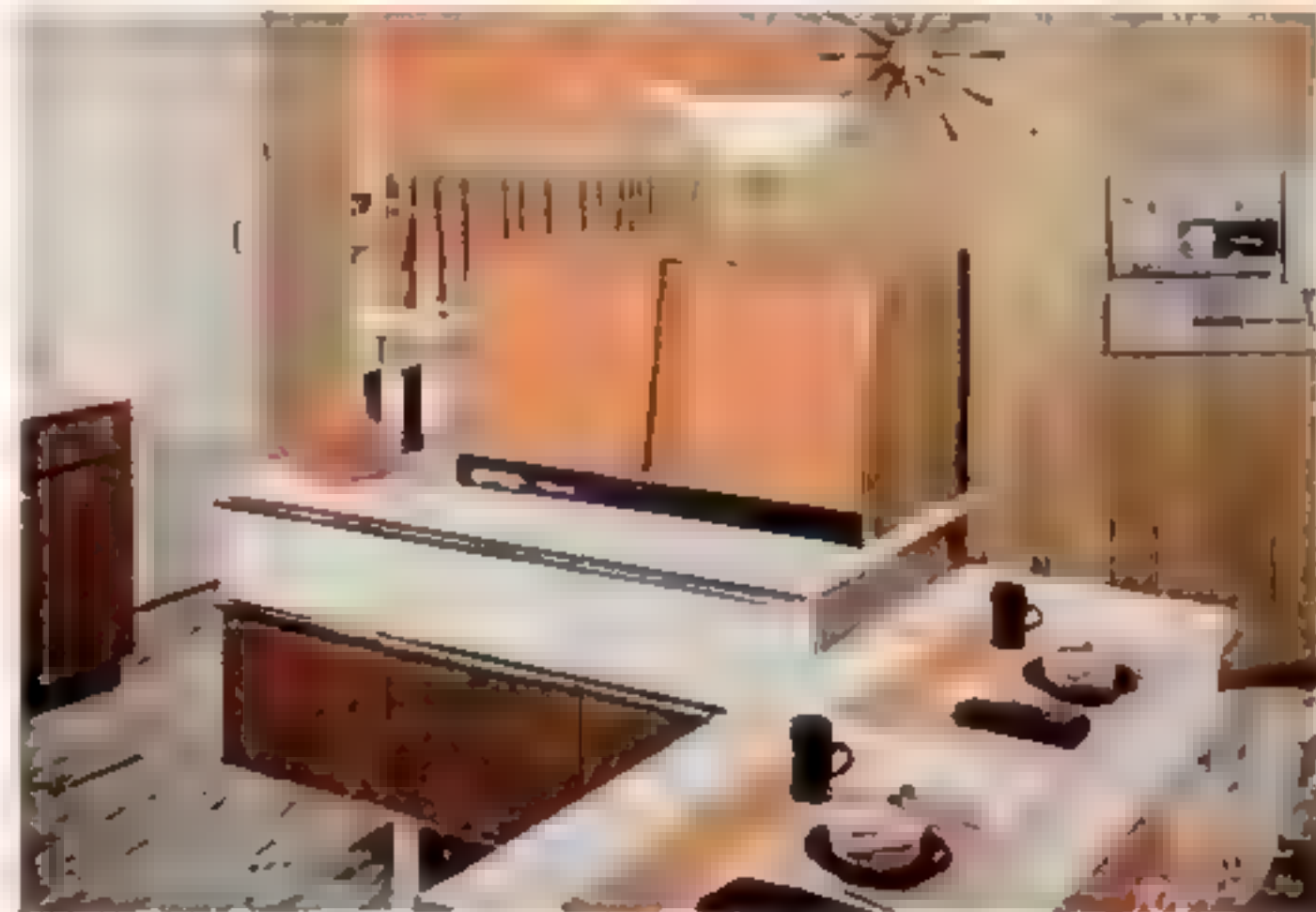
The style of a Total Electric Home is dictated by your own taste. It's the in-

terior that makes it Total Electric and the living centers can be small or large, simple or complex, thrifty or luxurious—as you wish.

To learn how easily these living centers . . . and electric heating, too . . . can be included in your building or remodeling plans, write for our fascinating full-color 44-page book of ideas on Total Electric Living. Just send 25¢ to Westinghouse, P.O. Box 1212, Mansfield, Ohio.



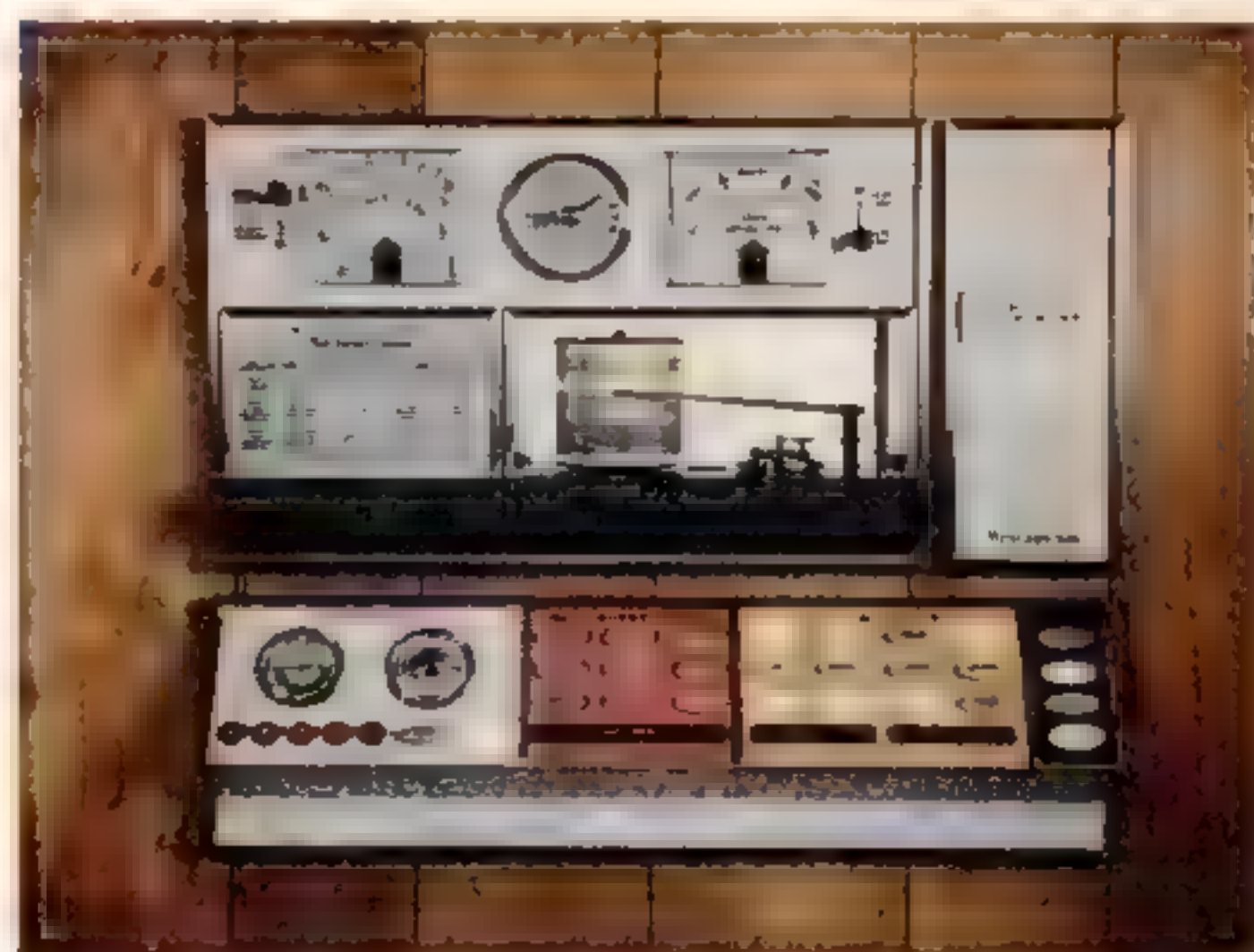
YOU CAN BE SURE...IF IT'S  
**Westinghouse**



**ISLAND REFRIGERATOR**—is brand new—not yet on the market. It holds great promise. It opens from both sides, accessible from two rooms. Freezer components are in handy pull-out drawers, each clearly labeled as to contents. Stylish, modern, and so practical.



**LAUNDRY AND HOME PLANNING CENTER**—Where the beautiful Westinghouse "1000" Laundromat™ automatic washer and matching electric dryer can click off custom washing and drying programs for the proper care of every kind of fabric. Here, too, is a complete electric sewing center where the sewing machine stores away to provide a carefree Micarta® work-surface for budget and menu planning. Also built-in remote TV viewing of nursery and play area.



**WEATHER CONTROL CENTER**—Reports on inside-outside temperatures, wind direction and velocity. Controls room temperatures; de-ices sidewalks, turns on lawn sprinklers, controls precipitation units that remove dust and pollen from the air.

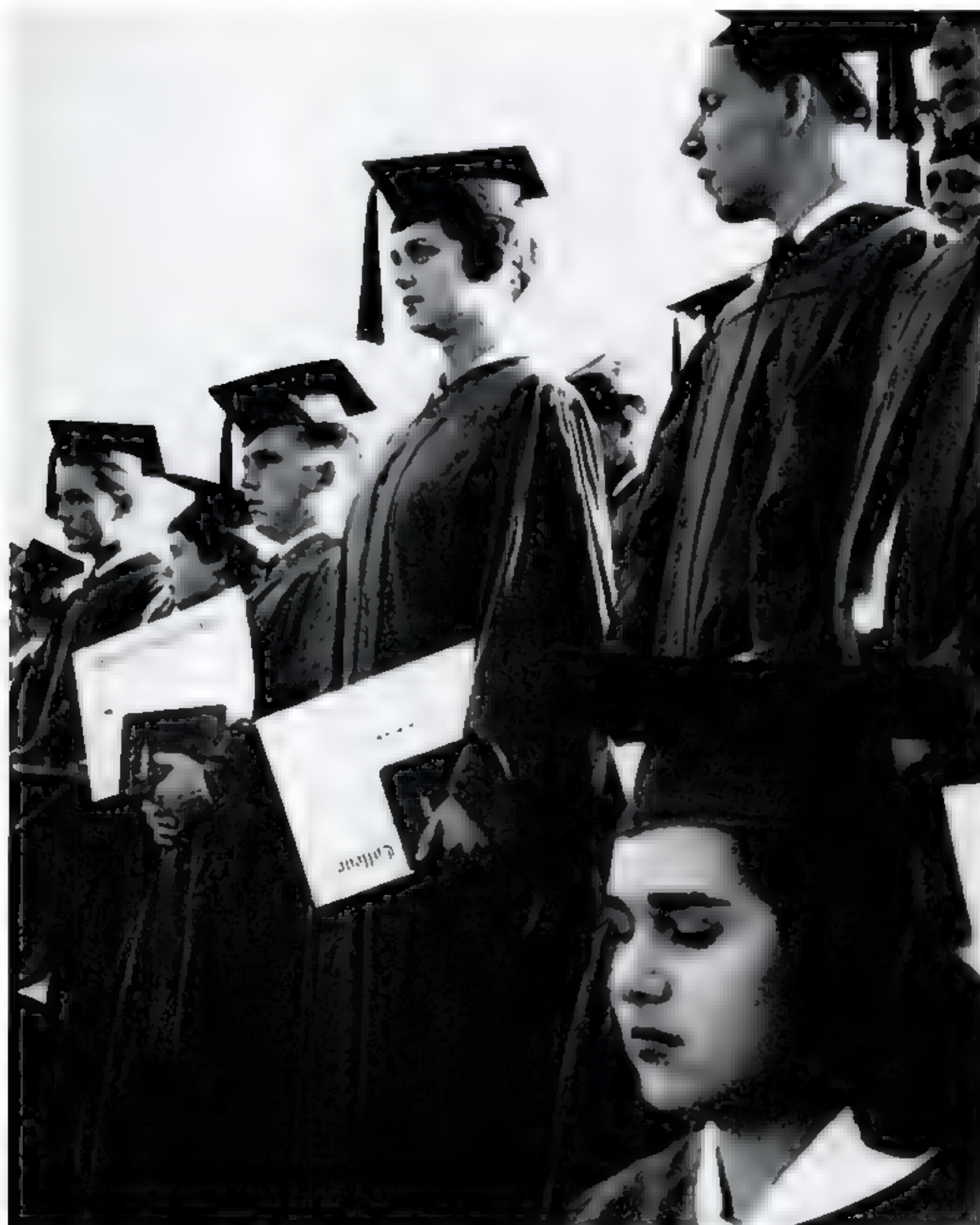


# A Graduation for Long Sam



**BACKWOODS DOROTHY** had "Long Sam" look when discovered by reporters in 1957.

The lovely long-legged "nature girl" who was discovered in a destitute home in the backwoods and became famous as a real-life "Long Sam" (*LIFE*, Aug. 26, 1957) is now what she always wanted to be—"a somebody." Last month, two years after Dorothy Brown's emergence as a living counterpart of the hillbilly cartoon heroine, she graduated with high grades at Wingate Junior College in North Carolina. Dorothy crammed four years of high school work into two. She turned down commercial offers in order to continue her education with the help of her guardian and discoverer, Publisher Tom McKnight of the *Mooresville, N.C. Tribune*. Dorothy was elected president of her class. And the winsome "Long Sam" charm of her backwoods days made her popular in the civilized rituals of dating (*next page*).



**GRADUATE DOROTHY** stands (*center*) with classmates during commencement exercises for high school program

at Wingate Junior College. After summer school she plans to enter Women's College of University of North Carolina.

She who hesitates...  
never discovers the  
freedom of Tampax

...Never knows what any smart modern could tell her—that Tampax is the better way, the nicer way of taking care of those days!

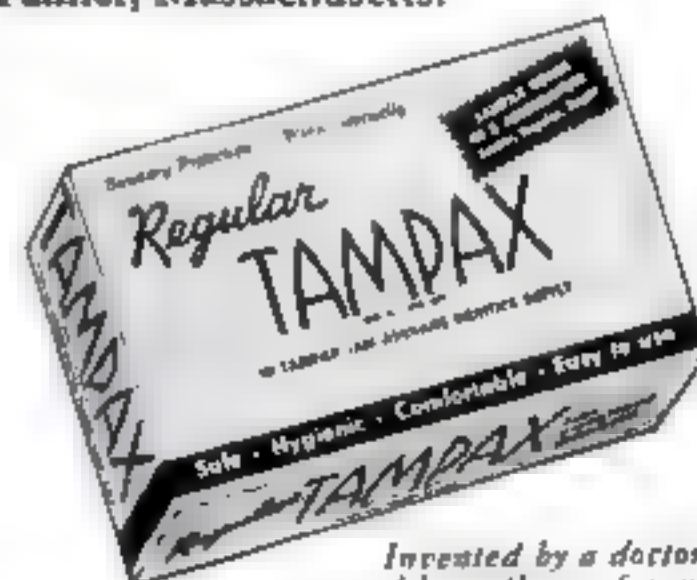
\* \* \*

How different it is when you use Tampax® internal sanitary protection! Nothing can show . . . You can't even feel it once it's in place. You're free to dance, ride, bowl, bathe, swim—as though there were no differences in days of the month!

No other protection is so dainty to use, change, dispose of! There's never any chafing, binding, bulging. Never an odor problem. Never a carrying problem. Extras tuck away unobtrusively in your purse!

NO BELTS  
NO PINS  
NO PADS  
NO DOOR

Don't stay in doubt about Tampax. Try it! This month! Regular, Super, Junior absorbencies, wherever drug products are sold. Look for Tampax Vendor in restrooms throughout the United States. Tampax Incorporated, Palmer, Massachusetts.



Invented by a doctor—  
now used by millions of women



The "meat" of a fresh orange is the main source of many of its health values. In fact...



...fresh **Sunkist** Oranges give your family much more of the important bio-flavonoids and protopectins than frozen orange juice.

...and you get all of the vitamin C plus more than 50 other health factors.

**Eat whole fresh oranges... drink whole fresh orange juice**

*The Sunkist trade-mark stamped on the fruit is your guarantee of the finest from California-Arizona. Accept nothing less.*

LONG SAM CONTINUED



**CLASS NIGHT DATE** for Dorothy was David Rogers who says good night outside her dorm at Wingate. They began dating at summer school last year.





"On our Connecticut farm, we raise Rock Cornish hens—and children. From left, Janet, Vebe, Sanna, Ronald and Rikke. You should see my 11-by-14 of this!"

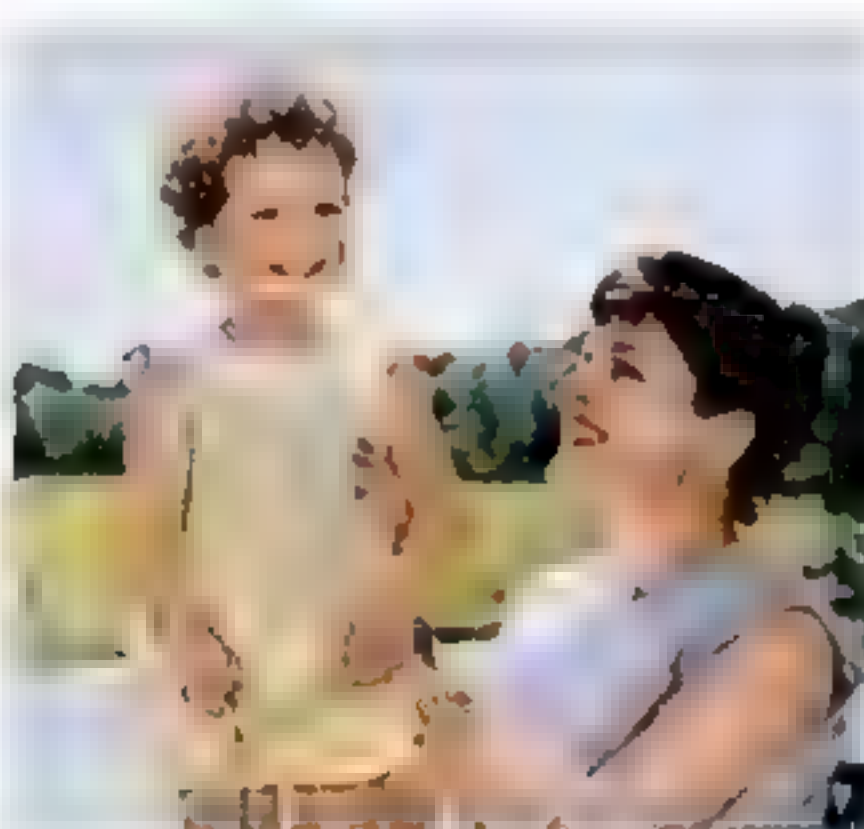
Victor Borge says: "When I get Kodacolor snapshots like these...you know they're easy to take!"

*Take a tip from the great Dane. Try Kodacolor Film in your camera. Get pictures of your family that really look real!*

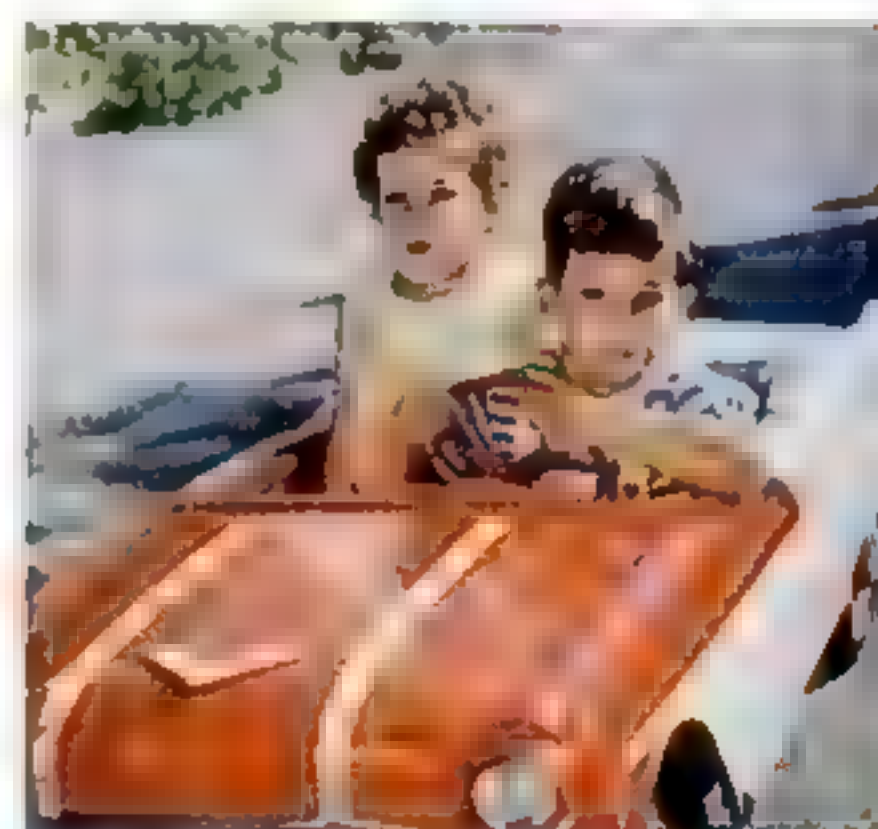
"Two-derful pictures!" says Victor Borge, going "wonderful" one better. "And look who got them—*me*, who never knew his lens from his hens! Kodacolor Film gives me sharp, clear pictures in high-fidelity color—at a press of the button! Try it in *your* Brownie Camera. Don't five-get!" (Try it in *any* camera. Use the same roll indoors and out. Kodacolor can be processed locally in many cities, or by Kodak. Ask your dealer.)



"Even 13-year-old Sanna (left) and Janet, 12, admit they like my Kodacolor pictures of them. I don't know of a more critical audience anywhere!"



"Rikke stood still with Mama for 1/25th of a second—a new record—and I got this shot. Kodacolor Film really does justice to my fair ladies."



"Vebe, 4, chauffeurs Rikke, 2, around our ViBo Farms. I don't wait for special occasions to take Kodacolor shots."

See Kodak's "The Adventures of Ozzie and Harriet" and "The Ed Sullivan Show"

**Kodak**  
TRADEMARK

**EASTMAN KODAK COMPANY, Rochester 4, N.Y.**





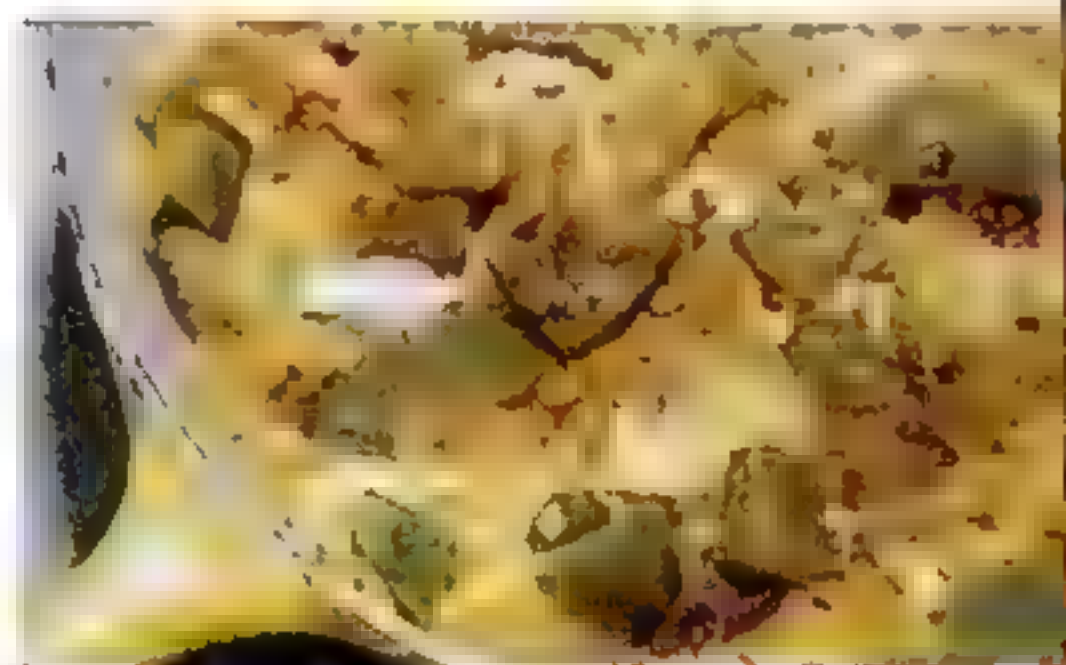
## HOW TO WHET APPETITES AND DRY MARTINIS

### *Here's what you'll need for a party of 6*

5 or 6 pound roasting chicken or capon  
juice of  $\frac{1}{2}$  lemon salt and pepper  
4 table-spoons fat  
oregano or sage (about 1 tablespoon)  
paprika (about 1 tablespoon)  
1 onion, coarsely diced  
1 green pepper, coarsely diced  
3 cloves garlic, minced  
1 tablespoon flour  
1 can (1 pound) tomatoes  
1 can (6 oz.) tomato paste  
1 tablespoon Worcestershire sauce  
 $\frac{1}{2}$  cup Noilly Prat dry vermouth  
 $\frac{1}{2}$  lb. fresh mushrooms, sliced (about 2 cups)  
1 package (1 pound) fusilli or spaghetti  
1 bottle Seagram's Golden Gin  
(for the driest, smoothest martinis ever)



Get a head start early in the day: squeeze lemon juice over bird, season with salt and pepper. Rub with 2 tbs. fat. Sprinkle generously with oregano, paprika. Truss. Roast in 350° oven for 1½ hrs. Remove from pan. Cool.



You can make the sauce in advance, too: heat remaining 2 tbs. fat in a large skillet. Add diced onion, green pepper and minced garlic. Cook until onion turns gold. Stir in the flour—chef's touch for a smooth sauce.





This cookfest makes any man master chef with his first crack at the kitchen. It's *whole* Chicken Cacciatore, and it's not only delicious, it can be prepared well in advance, freeing you to join guests over the world's dryest martinis or the world's most refreshing long drinks. And this means drinks made with Seagram's, the *improved* gin. Nature gives it smoothness with depth and dimension. Higher 94 proof gives it crackling dryness never before seen in the spirit world.

**FREE: 36-PAGE BARBECUE COOKBOOK. WRITE SEAGRAM-DISTILLERS CO., BOX 231, NEW YORK 46.**

## SEAGRAM'S GOLDEN GIN

HIGHER 94 PROOF AT NO EXTRA COST



Add to skillet: canned tomatoes (mash with spoon), tomato paste, Worcestershire sauce and vermouth. Stir until blended. (Now is the time to chill glasses in refrigerator for those scintillating Seagram martinis.)



Before company arrives, place bird in deep roasting pan, add sauce and sliced mushrooms. Cover tightly and bake for 1½ hrs. at 350° (while you welcome guests and sharpen appetites with Seagram martinis).



Serve on platter with cooked fusilli or spaghetti. Blanket everything with sauce. See? Just as easy as making a perfect martini. A whiff of vermouth, a clutch of ice and the world's most appetizing gin—Seagram's!





IN RARE GET-TOGETHER HEADS OF OXFORD'S COLLEGES GATHER IN QUADRANGLE OF ALL SOULS COLLEGE. SECOND FROM RIGHT IS LORD HALIFAX

# THE PLEASURES OF LIFE AT

*On renowned university's quiet lawns and rivers, young Britons follow ancient ways*

**T**HE imposing Gothic facade (above), the august gathering in academic regalia—these perfectly embody to the outside world the stately traditions of Oxford University, its mellow scholarship and its dedication to learning. But to the thousands who have lived and studied there the scene recalls an enchanted episode in their lives. This month, as the new graduates “go down” from Oxford, the

pictures on these pages show some of the joys they are leaving forever.

The joys belong in part to the realm of intellect. For more than 700 years Oxford has generated mighty thoughts behind its historic walls. It has provided England with leaders from prime ministers and church primates on down. Oxford would not flatter the present by changing what has worked so well in the past.

Every Oxford student is still subject to the ancient discipline, which polishes and sharpens his mind to the particular grace and urbanity that mark him as an Oxford man.

But more likely to arouse joyous reminiscence among Oxonians is the poetic beauty of the university's colleges which nestle side by side in the heart of the town. There are 36 of them, small, independent, self-contained and

Photographed for LIFE by MARK KAUFFMAN





COLLEGES cluster on High Street, town's main thoroughfare. Dome is Radcliffe Camera, a university library. Twin towers, right, belong to All Souls College. Classic facade fronting High Street is Queen's College. Squat turreted tower below church spire, left, is University College.

ACADEMIC banquet brings scholars and their wives to Codrington Library in All Souls College. It is annual luncheon on Encaenia Day when university grants honorary degrees. Statue, left, is of Christopher Codrington, who left college £10,000 and books when he died in 1710.



WHO IS CHANCELLOR OF ENTIRE UNIVERSITY

# OXFORD

*of study and enjoyment*

loosely combined to form the university. In his own college, in ancient buildings surrounding cloistered quadrangles, the student lives, eats, drinks and talks great things with the dons, his teachers. And, through the years, he finds delight in his leisure hours, the rambles through Oxford's lush parks and meadows, the bright spectacles and the many happy afternoons spent boating on the lazy river.

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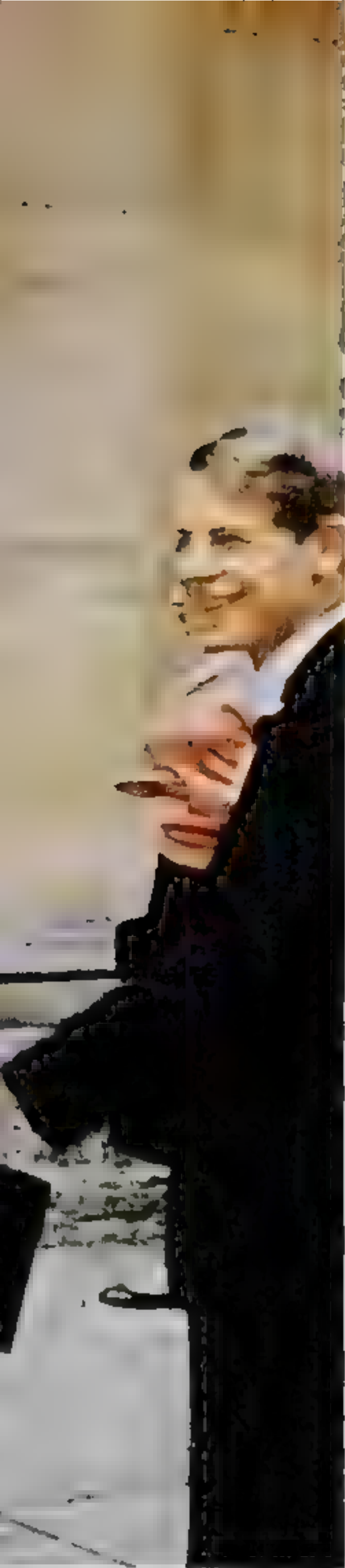
## Coeds, Ancient Costume and Cerebration

**I**N the old days at Oxford, young lords dined on guinea hen and champagne. For all but a minority of serious students, anything better than a low grade was a sign of questionable breeding. But today only the brightest young minds in the country, regardless of their social status, pass the stiff entrance exams. Over 70% get financial aid. Fifteen percent hold college scholarships which entitle them to the Scholar's middle-length gown (*above, third from left*). The rest, called Commoners, wear short gowns. Since 1920 women have been allowed to earn degrees and today they occupy five of Oxford's colleges.

As a result, the atmosphere at Oxford has become more purposeful and intense. But the time-honored methods of individual study have not changed. Each year in spring High Street flutters with caps and gowns as students try for the coveted "First," the top grade in their field which is their best guarantee for a good job in the outside world.







**G**OWNED students, including a pretty coed, relax after exam outside Examination Schools. The required "subfusc" costume, worn with cap and gown, includes white bow tie for men and black stockings for women.

**S**OLITARY reader studies in Anson Law Reading Room of the Bodleian Library. Oxford students spend less time at lectures than U.S. students, study alone in the university's many libraries.

**I**n full academic regalia two students drive through heavy High Street traffic on a motor scooter. Bicycles are students' traditional means of transportation but prosperity is bringing in scooters and even cars.



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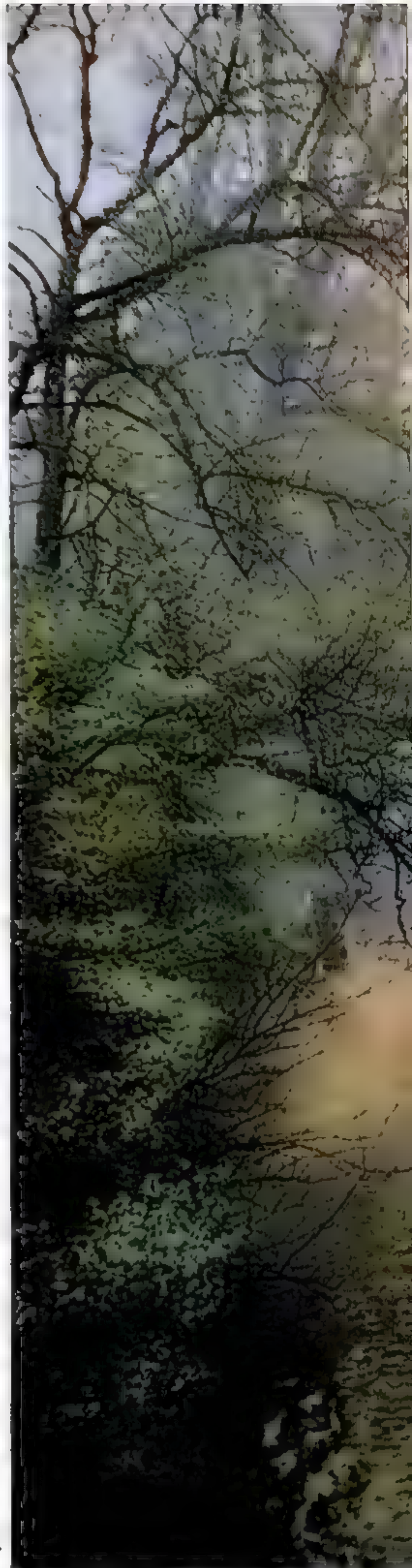
# *Spring Green, Idle River, Walks in the Sun*



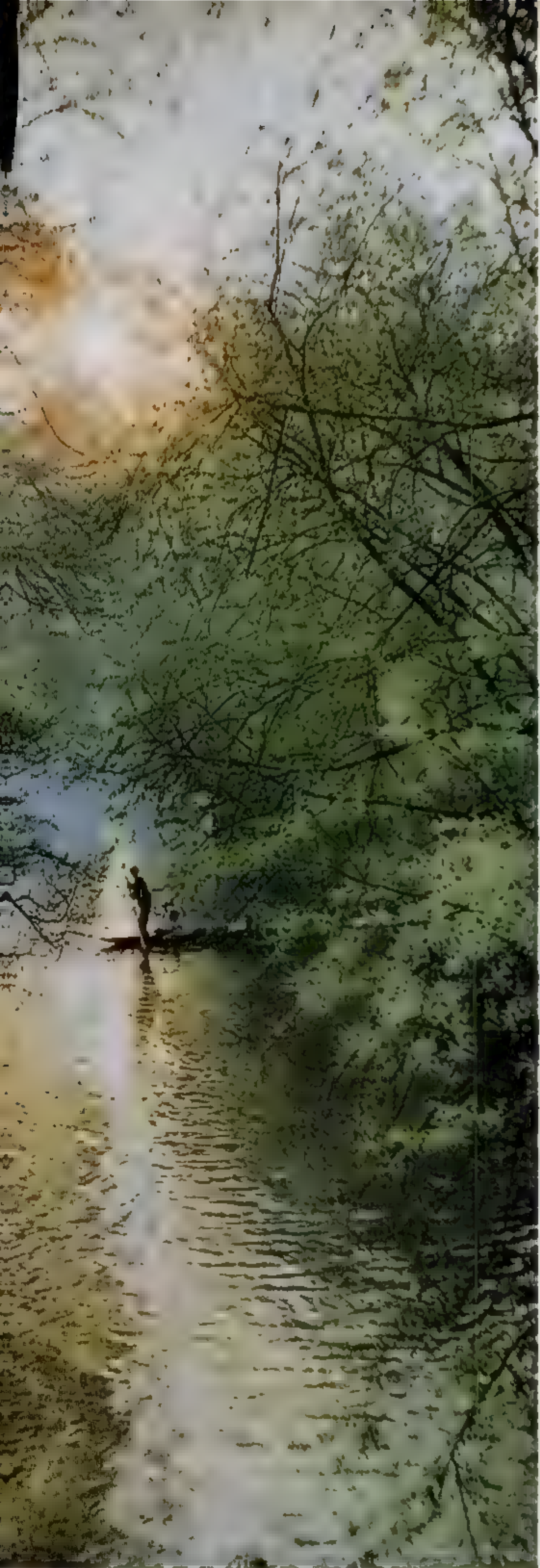
**A**MID the lush verdure students play lawn tennis in University Parks. Cricket, Rugby and rowing

are the chief sports, but each college lovingly maintains a few manicured lawn tennis courts.

**A**s morning mist burns off the river, boatmen pole their way down a watery—  
path of golden green on the placid Cherwell, which joins Thames at Oxford. ➔







OXFORD  
CONTINUED



UNDER window boxes gay with geraniums two Commoners saunter through the sunshine past students' rooms at St. Edmund Hall, one of oldest colleges.

CONTINUED







# OXFORD

CONTINUED

**T**RAFFIC jam of boats (left) clogs the river as students with girl friends, sweated against chill, drift through the dawn light after May Morning concert. The wide boats are punts, propelled by long poles thrust into the shallow river bed. Punts are popular among students since they are more comfortable than canoes and harder to capsize.



**T**HRONG of undergrads and townspeople cluster about Magdalen Tower in boats and on shore to listen to choirboys' anthem. Music is not amplified but is clearly audible from 144-foot-high tower. When singing is over, great bells peal out and Magdalen Tower, which is also crowded with students and their guests, begins to sway noticeably.

**C**LUTCHING a placard boosting a local cafeteria, morning-suited Jimmy Dingle with spectators watches the street dancing. Dingle, one of Oxford's most familiar inhabitants, is a walking advertisement, who advertises almost anything for a modest fee. Behind him is local landmark, the row of stone heads before Sheldonian Theatre.

## A Watery Way to May Day Music

**I**N 1504 the tower of Magdalen (pronounced Maudlin) College was dedicated early in the morning to the strains of music from the tower top. Following an unbroken custom, students, who at Oxford normally get up late, rise well before dawn every May Day to listen to the annual concert. Elaborate boat parties have been prepared, and in the purple light of early morning overloaded flotillas bob and creak from every part of the city toward the foot of Magdalen Tower, which overlooks the river, to hear the famous Magdalen choirboys sing. The choirboys have a reputation for mischievousness. They used to fling rocks and tomatoes into the worshipful audience beneath but now they are frisked before going up into the tower.

Despite the early hour, many students find dates for May Morning. Most are coeds. But some are "townies"—nurses and secretaries, who are labeled "good value" by Oxford men, and foreign girls, who are "very good value." Afterward the boat fleet scatters for picnic breakfasts along the river banks, while in the city "town and gown" lay aside traditional jealousies to dance together in the streets.

CONTINUED







## *Festive Barges, Bumped Racing Boats*

**D**URING the glorious days of May and June the elegance of Oxford life reaches its climax in the week of Commemoration Balls and Eights Week, named for the eight-man crews that race on the Thames. During the four days of Eights Week, Oxford men gather on bannered barges to show off their smart white flannels, blazers and boaters, and root for their colleges' rowing teams.

The Thames along this stretch is known as the Isis, and is twisty and narrow, so that the eights cannot race abreast. Instead, they line

up spaced in single file, with stretches of open water between them. When the race begins each eight tries to overtake and bump the boat ahead of it. When this happens, bumper and bumped both drop out of the race, and in the next race the two boats change places in the lineup. As Eights Week progresses, the good boats move forward and the weaker ones drop astern. The boat which at week's end winds up in the lead earns for its college the proud title of Head of the River, and is assured of rowing in the international Henley Regatta in July.





**P**ERCHED atop the St. John's College barge, a student, resplendent in boater and blazer, scans the boat race through a spyglass. Other students chat with dates over tea, cakes, lemonade, ignoring the race. By custom, dates for Fights Week are sisters and other relatives, rather than girl friends.



**S**TRAINING down the homestretch, a Pembroke College eight attempts to bump the Oriel boat just ahead. Onlookers rise to watch exciting finish from college barges belonging (left to right) to Pembroke, Hertford, Corpus, Jesus, St. John's. A few seconds afterward, Pembroke bumped Oriel.



**T**EARING into a narrow double bend known as the Gut, a St Edmund Hall eight (second from foreground) closes up on Balliol. Along tow path, once used by horses to pull the river barges, run hardy rooters. Fast runners can barely keep pace with boats over one-and-one-quarter-mile course.





**A**FTER dancing all night at Commemoration Ball, student carries his weary date across High Street for breakfast. At the Commemoration

Balls, given by most colleges every third year, couples drink champagne and dance until dawn in year's most romantic social event.





COLGATE WITH GARDOL FIGHTS BOTH  
BAD BREATH AND TOOTH DECAY ALL DAY

# STOP BAD BREATH WITH COLGATE

## WHILE YOU **Fight Tooth Decay All Day!**

Brushing with Colgate helps give the surest protection all day long!

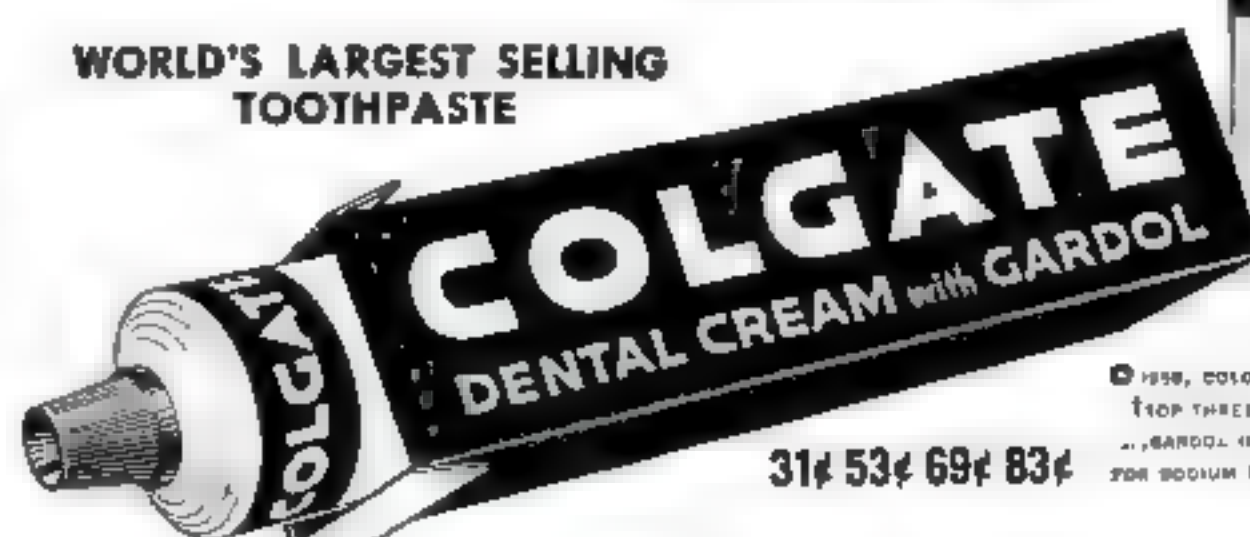
Because of all leading toothpastes, only Colgate contains Gardol!

**FIGHTS BOTH BAD BREATH AND TOOTH DECAY ALL DAY!**



Colgate with Gardol is backed by published results of 2-year clinical research on the reduction of tooth decay. And of all leading toothpastes,† only Colgate contains Gardol to form an invisible, protective shield around your teeth that fights decay all day. Colgate stops mouth odor all day for most people, too! Ask your dentist how often to brush your teeth. And remember! Nothing takes the place of brushing—and nothing brushes better than Colgate!

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TOOTHPASTE



New Power Packed  
Colgate Dental Cream . . .  
same refreshing flavor,  
new aerosol container!



98¢

31¢ 53¢ 69¢ 83¢

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GARDOL IS COLGATE'S TRADE-MARK  
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**Colgate Dental Cream with Gardol CLEANS YOUR BREATH While It CLEANS YOUR TEETH!**





IN HIS STUDY IN MAGDALEN COLLEGE C. E. STEVENS, AN ANCIENT-HISTORY DON, ARGUES A POINT WITH STUDENT DURING TUTORIAL SESSION

# A MEDIEVAL WAY OF LEARNING

*The weekly hour with a don is still Oxford's basic recipe for a well-educated man*

*Sir Maurice Bowra is Warden (president) of Wadham College at Oxford and is the sort of man that is Oxford's pride to produce. Since 1922, when he earned his First in Greats, he has devoted his life to scholarship, writing and teaching, editing classics and translating Russian poetry. His best-known books are *The Heritage of Symbolism* (1943) and *The Romantic Imagination* (1950). Here Sir Maurice gives an insider's view of the workings of Oxford.*

by SIR MAURICE BOWRA

IN 1872 Oxford proudly celebrated its thousandth anniversary. In 1949, more modestly, it celebrated its 700th anniversary. The old legend that the college had been founded by Alfred the Great in the Ninth Century is no longer accepted. Now we must celebrate a more prosaic event, the \$15,000 bequest of one William of Durham, which was used to establish Oxford's first college in 1249. In such ways does critical history spoil romance.

This reformed chronology still leaves a sizable past. But though Oxford men are surrounded by its monuments at every turn, they are not much worried by it. They prefer to think that they are up to date, happily at home in the modern world, and that their medieval origins, however distinguished, are little more than agreeable decorations.

In this they are a little deceived. Though lectures and classes are given abundantly at Oxford, the center of the educational system is still the ancient tutorial hour in which an undergraduate once a week privately reads an essay to his tutor and discusses it with him. This survival of the medieval "reading with a master" is the ark of the academic covenant, and the university still revolves, as it always has, around the erudite figure of the tutor or "don."

Dons, whose name derives from the Latin *dominus* (master), constitute the faculty of a college. But the word "faculty" suggests the gulf of authority which separates professors and students elsewhere. Oxford's colleges are actually communities of scholars—dons and students. And no one at Oxford thinks it incongruous that one college, All Souls, has no undergraduates at all.

The ideal don is still the "Clerk of Oxenford," of whom Chaucer says, "And gladly wolde he lerne and gladly teche." He must do both. He must be a scholar formidably armed over a wide range of knowledge and a human being able to communicate his knowledge to others. Above all he must make his students think for themselves. Though many dons give lectures, it is the weekly tutorials which bring their full abilities into play. A tutorial is often a duel between two agile gladiators. The student reads aloud the essay he has written. His don listens raptly from the depths of his armchair, fingertips together, watching through half-closed eyes, waiting for the moment of carelessness or shaky logic. Nothing brings on such withering donnish sarcasm as the parroting of ideas the student found in some other scholar's book. The youth is expected to think for himself, to strike out boldly and imaginatively and to defend himself when under attack. Between a first-rate don and a bright student these dialogues sometimes rise to a brilliance and drama that rivals any theatrical performance in intellectual excitement.

The contest is not one-sided. Each don's virtues and faults are alike noted with unsparing insight by the young. Teaching on this scale devours time and energy, and it is not surprising that dons complain of their lot. They feel that the masterpieces of which they are capable remain unwritten. They complain that too much time is spent on second-class students or that some of their pupils are so clever that they do not need to be taught at all.

CONTINUED





**NEW**

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Plastic Strips

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LARGE**



*Johnson & Johnson*

Easy to put on... stays put any place!

**EXTRA-LARGE PAD**

...soft, folded gauze. More absorbent, holds more medication.

**AERATED** ...hundreds of vents let skin "breathe" for faster healing, easy removal.

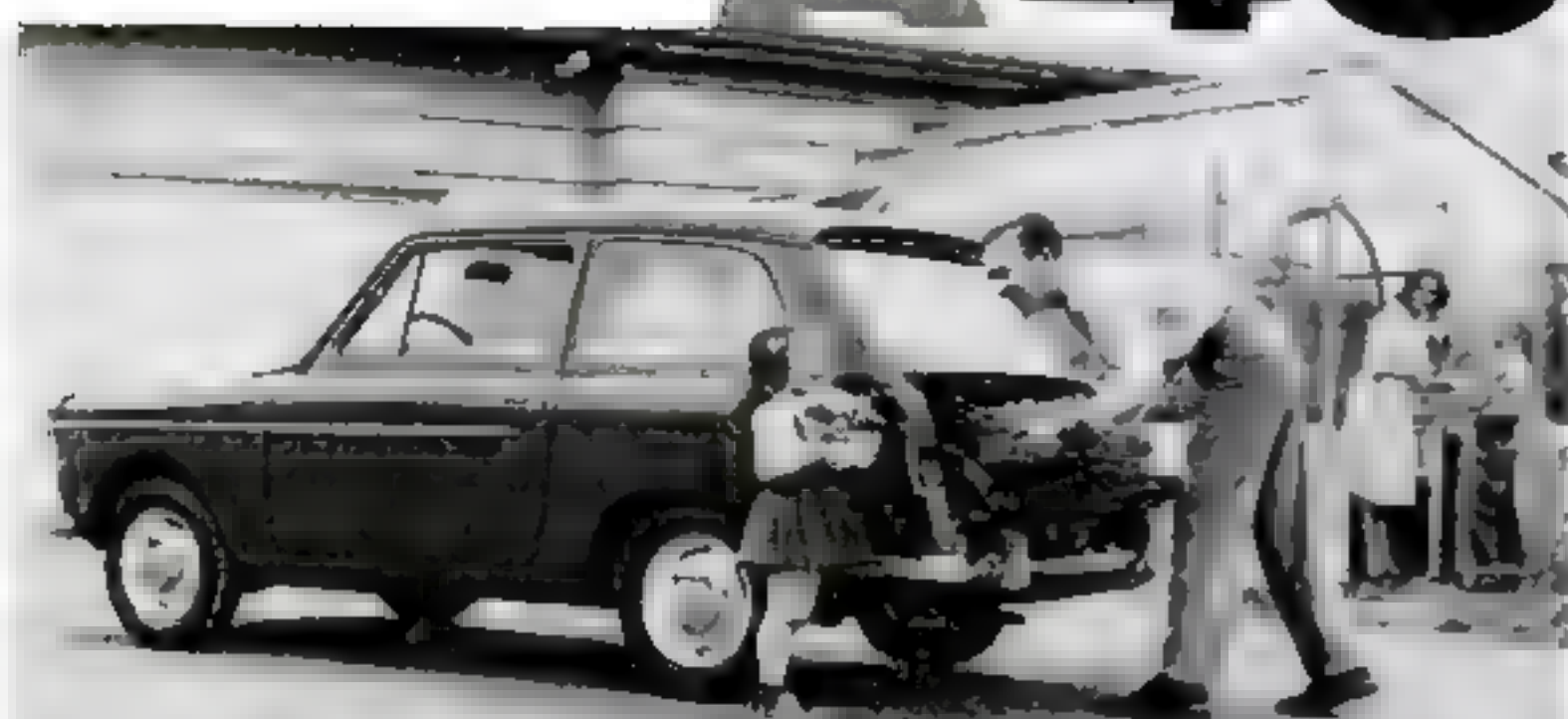
with **SUPER-STICK** ...stays put in spite of flexing or friction. Won't loosen in water.

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The new Pinin Farina styled

# AUSTIN A40



*From a frisky, sturdy little work horse . .*

## QUICK CHANGE ARTIST!



*...to the jauntiest little sedan of them all!*

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Starting  
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No doubt about it. The new Austin A40 is a wonderfully different car. Brilliant, continental styling by Italy's famous Pinin Farina is combined with BMC precision engineering in a happy marriage of good looks and good sense. Your BMC dealer will be glad to show you how the gay, new A40 will fit into your way of life like nothing else on wheels. See him today!

- 12 month warranty . . . a sure sign of quality.
- Better than 40 miles per gallon of gas.
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- Folding rear seat to take outside loads.
- Picture window visibility all around.

**AUSTIN** *You can depend on it.*

The new and larger Pinin Farina styled Austin A55 4-door sedan is also now available through BMC dealers.



A product of **THE BRITISH MOTOR CORPORATION, LTD.**,  
makers of Austin-Healey, Austin, MG, Midget, Morris and Riley cars.  
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**IN DETACHED AMUSEMENT** at student's naiveté about Roman Emperor Claudius, Stevens slumps in chair, with pipe and sherry glass.

### OXFORD CONTINUED

Yet dons have their consolations and rewards. Many of their privileges are small but nevertheless sacrosanct. They are allowed to walk across the sacred lawns of certain quadrangles, while students must stick to the paths. They can let themselves into college with a private key, while students must either be in before the gates are locked at night or else risk being caught by a roving proctor and his fleet-footed runners, called "bulldogs." Dons do face student problems that American college professors seldom meet. When the present king of Norway was at Balliol, he asked his tutor for two nights' absence for his grandmother's funeral. The tutor replied jauntily, "All right, but next time think of a better excuse." This was unfortunate, for it was the funeral of Queen Alexandra.

As far back as anyone can remember, the dons of Oxford have been eccentric. One of the most famous was W. A. Spooner, onetime Warden of New College, whose word-twisting habits of speech became famous as spoonerisms. "You have tasted your worm," he once told a lazy student, "you have hissed my mystery lectures, and you must leave by the first town drain." When he gave out a well-known hymn it became: "Kinkering Kongs Their Titles Take." Geologist William Buckland was a 19th Century experimental epicure who claimed to have eaten everything in animal creation, and kept jackals, monkeys and bears in his Christ Church rooms. One of his guests wrote, "Horse-flesh I remember more than once, crocodile another day, mice baked in batter a third." One present-day don habitually collects cigaret butts from his Senior Common Room and rolls them into new cigarets. Another regulates the temperature of his bed by alternating hot and cold bricks under his pillow. One economics tutor is supposed to have given tutorials from the seclusion of his private bathroom shouting criticisms through the locked door.

A week is none too long, students find, to arm for their tutorial encounters. Unlike their U.S. brethren, Oxford men are not expected to troop obediently from one required lecture to another. They are free from this sort of academic routine and may spend or waste their time as they please. A student may bicycle across town to New College to take in Lord David Cecil's lecture on 19th Century novelists, if he feels the man has something original to say. But since most students think that they can learn more in 15 minutes' reading than in an hour's listening, they will more likely spend their mornings in the Bodleian and other libraries, preparing their weekly essays. Afternoons, while the athletes swarm onto the playing fields, others may boat on the river with a bottle of wine, dragging it behind through the water by a string to keep it cool. And in the evenings students congregate in clubs, pubs and in their rooms for the kind of conversation which, in the opinion of most Oxford men, forms the most valuable part of their college education.

**UNLIKE** U.S. college students, who spend their first college years shopping around in different liberal arts and science courses before selecting a subject to "major" in, Oxford men concentrate on one broad subject from the very beginning. It is assumed that they arrive already equipped with all the basic liberal education they need. Each student straightaway chooses a single subject from among the 20 arts and science fields the university offers and is assigned to a don

**CONTINUED**



TIMETABLE CHANGE:

# New TIME SCHEDULE for drinking Dr Pepper



The famous 10, 2 and 4  
“Pepper-Upper” can be  
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folks lucky enough to live  
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For years and years, Dr Pepper has been the traditional *pepper-upper* at those let-down times of the day: 10 o'clock, 2 o'clock and 4 o'clock. This has led some folks to think that it's *illegal* to drink Dr Pepper at 2:30 or 6:15 or midnight. That's ridiculous! It's not only legal, but downright *clever* of you to reach for a Dr Pepper whenever you want something bright, refreshing and different-tasting to go with food or fun. It's quite all right to drink Dr Pepper constantly! If, however, you live where Dr Pepper isn't sold, bear up. It's been hard to make enough Dr Pepper to sell it everywhere—but we're trying. We ought to be able to send some your way very soon now.

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## It's National **Peachy Jell-O** Week!

**Just feast your eyes** on this brilliant, blushing Jell-O... who could resist that come-hither-with-a-big-spoon look!

No one, that's who. And why resist when this peachy-keen Jell-O is as easy on the cook as it is easy on the eyes?

Be a peach . . . dazzle your family with a Peachy Jell-O dessert or salad tonight!



Jell-O is a registered trade-mark of General Foods Corp.

### PEACHY JELL-O

**For dessert.** Prepare Jell-O as directed on the package, but use the juice from a No. 2 can of sliced peaches for part of the liquid. Chill until slightly thickened, then add the peaches. Chill in a pretty mold until firm. Top with a dab of whipped topping.

**For salad.** Follow the above recipe, adding 2 teaspoons vinegar with the peach juice. Garnish with cottage cheese balls and mayonnaise.



**Don't let this week go by without**





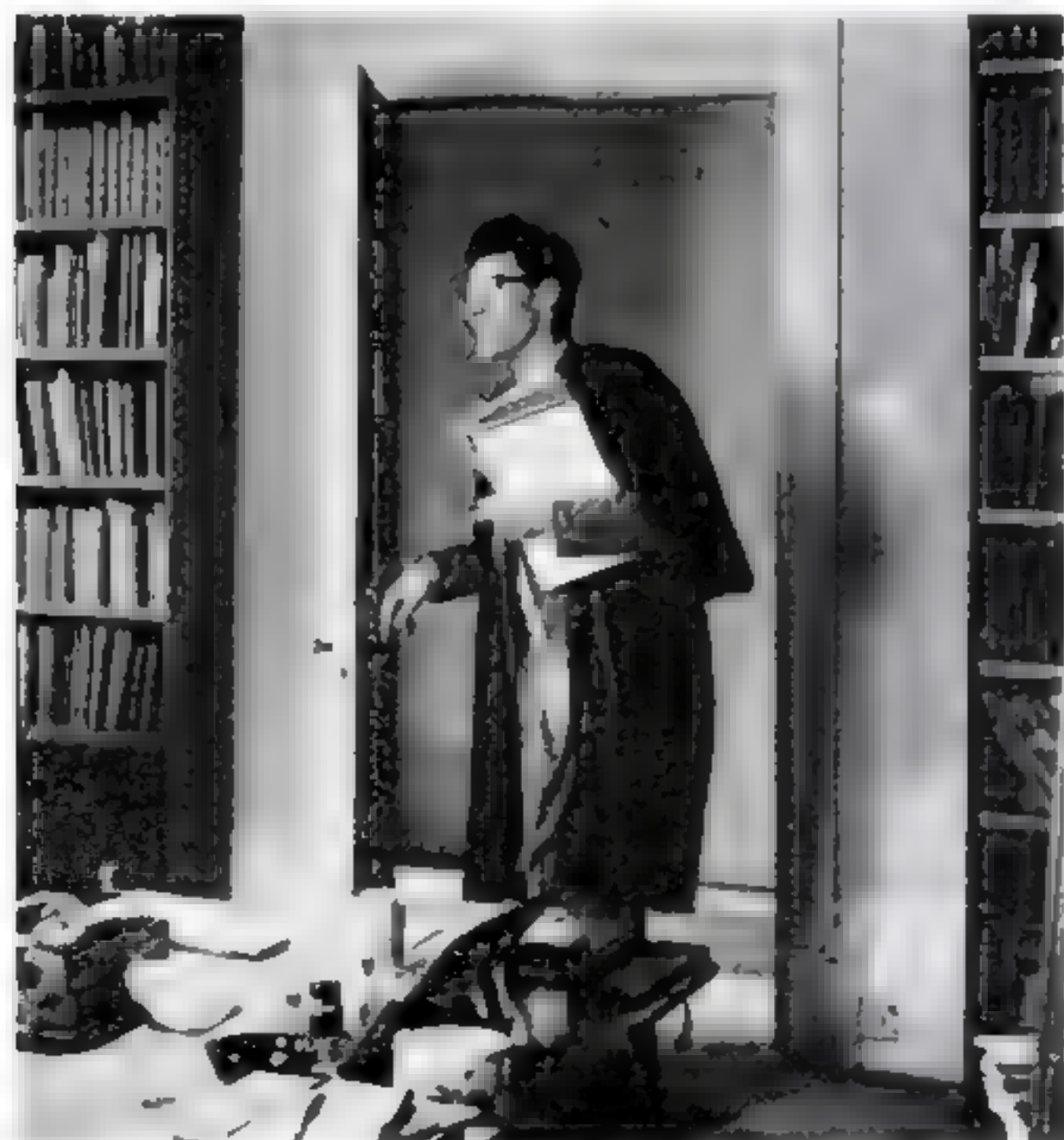
who will be his intellectual guide during his first year. (Usually a student is sent to a different don each year.) The most demanding subject is the classics: ancient philosophy and history, known simply as "Greats." Only about 10% of Oxford men still "read" it, but a student who earns a "first" in Greats can be counted on to hold down any position of responsibility in later life. A training in classics seems to make men adaptable in almost any circumstances. Today the most popular humanities subjects are Modern History and P.P.E. (Philosophy, Politics and Economics), sometimes called "Modern Greats."

The humanities, with philosophy at their center, are still a main concern at Oxford. But natural science advances by leaps and bounds and has its own great performers. The humanists accept science with regret as an expensive necessity—while the scientists show their respect for the humanities by denouncing modern art. Even the history of science, which was supposed to be a happy meeting place for both parties, is dismissed by most scientists as useless and by most humanists as unintelligible. In the past, Oxford, after making a brave show at science, has usually lapsed into more congenial studies, but this time science seems to have come to stay. Nearly 30% of Oxford men today are reading in mathematics or science. A large share of the government's \$6 million annual subsidy is spent on scientific research and teaching. And by 1962 Oxford will have a brand-new college, St. Catherine's, half of whose students will be science students.

Along with science the 20th Century has brought other changes to Oxford. The long battle to keep the sexes segregated has ended in defeat. Early in this century a young woman was expelled for speaking to her cousin in the street. In delivering the sentence her principal said, "It is not so much the grave immorality of your conduct that I deplore; it is the terrible bad taste." World War I began to undermine the position, and World War II completed the work, to the great advantage of the young men's manners and the young women's appearance.

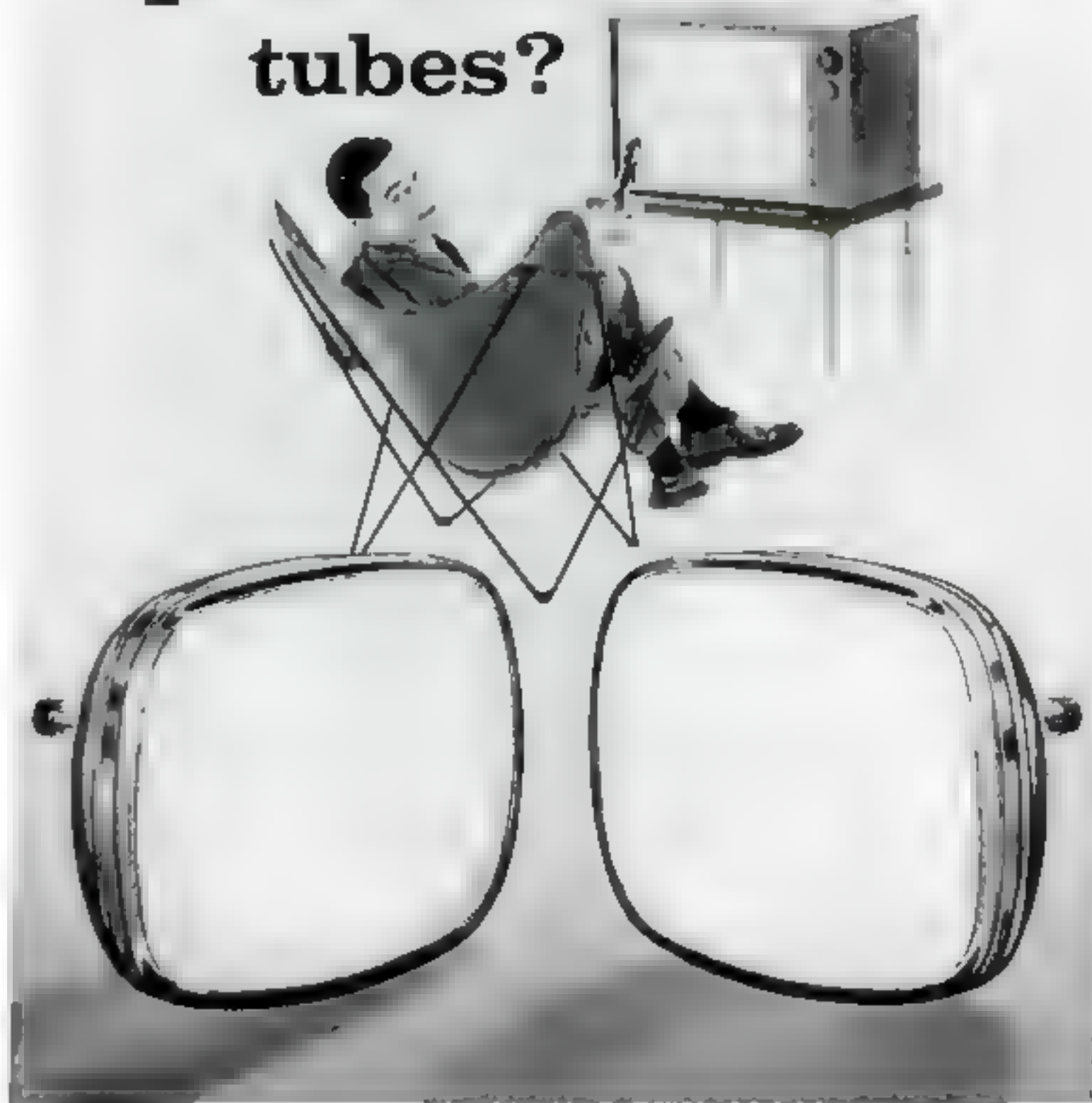
Since World War II, Oxford, like other universities, has faced the problem of overcrowding, and some tutors have to cope with as many as 20 students each week. As a result, some dons are beginning to give up private tutorial sessions in favor of small seminars with two or three students at a time.

With the modern emphasis on competition, and with the mass of Oxford men supported by state grants, some of the leisure of Oxford life is evaporating. Traditionally vacations were the times when students did most of their solid reading. Today many students find themselves forced to earn money between terms, to their own and the university's loss. But Oxford, while it long resists change, yields gracefully in the end without compromising its old traditions. Few who know her well doubt that another 700 years hence men will still think of Oxford with the same affection and humor as Bernard Shaw, who asked, "If Oxford is not high-brow, what on earth *is* Oxford?"



LEAVING THE SESSION with Stevens, William Cousin, a fourth-year Greats student, carries the paper on Claudius which he had read to the don.

## What is the difference in TV picture tubes?



All picture tubes are not alike. Some are all-new—others are made of used or reconditioned parts. Some are manufactured to high quality standards—others are not. So when your picture tube needs replacing make sure you know *exactly* what you're getting.

### ...ask for RCA Silverama!

When your TV Technician installs an RCA Silverama Picture Tube in your set, you'll get the finest tube available for bright, sharp, clear TV pictures. You'll have RCA's premium picture

tube—made of all-new glass and all-new parts.

So if your picture tube fails—make sure you replace with the finest. Replace with RCA Silverama. Optional list price for a popular 21" type, 21ZP4B, is \$49.00 (plus installation). Other 21" types range from \$45.00 to \$62.50.\*

Budget minded? Ask for an RCA Monogram Picture Tube. Factory-rebuilt by RCA—no finer rebuilt made! Optional list price for a popular 21" type, 21ZP4B, is \$36.00 (plus installation). Other 21" types range from \$31.50 to \$46.50. Slightly higher in far west.\*

RCA picture tubes are warranted for one full year and are made to fit virtually every make and model TV set.

\*Ask your local TV Technician for the price and installation charge of the correct RCA tube for your set.



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ANGRY OLD MAN, depicted in a Roman statue known now as The Comic Actor, was used by producers as guide for make-up of father (right, opposite page).

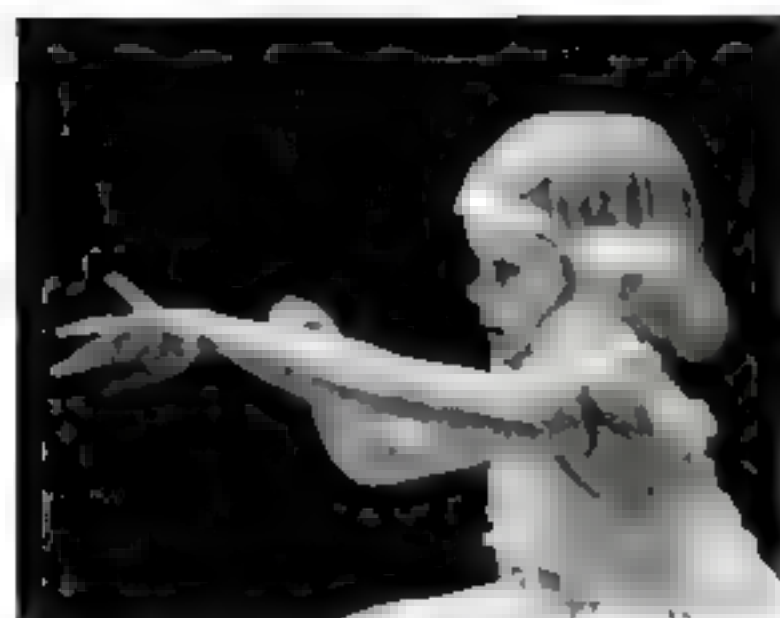


MISANTHROPIC FATHER IS CARRIED ON HIS BED, PAST PLAY'S AUDIENCE

## A Comic Revival

The problem of getting a crusty old father to consent to his only daughter's marriage has vexed young lovers for countless ages. In 316 B.C. the famous Greek playwright Menander took up the problem in a rustic comedy called *Dyskolos* or *The Curmudgeon*. But the play was lost as were the 100-odd other comedies Menander wrote, leaving his work to be judged only by fragments that survived. When a copy of *Curmudgeon* was discovered two years ago, it became one of the great literary treasures

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☐ **"PERSPIRY" FEET**—Dries irritating excess moisture when hose hinder normal breathing of skin.



☐ **SHAVING CHAFE**—Dual-antiseptic action starts healing instantly. Daily use stops irritation.



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☐ **UNDERARM CHAFING**—Johnson's is extra-absorbent. Quickly absorbs excess moisture; soothes, freshens.



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☐ **INSECT BITES**—Sting disappears with Johnson's. Soothes discomfort of poison ivy, eczema, too.



☐ **ITCHES AND PRICKLES**—Johnson's stops more irritations more effectively than any other powder.



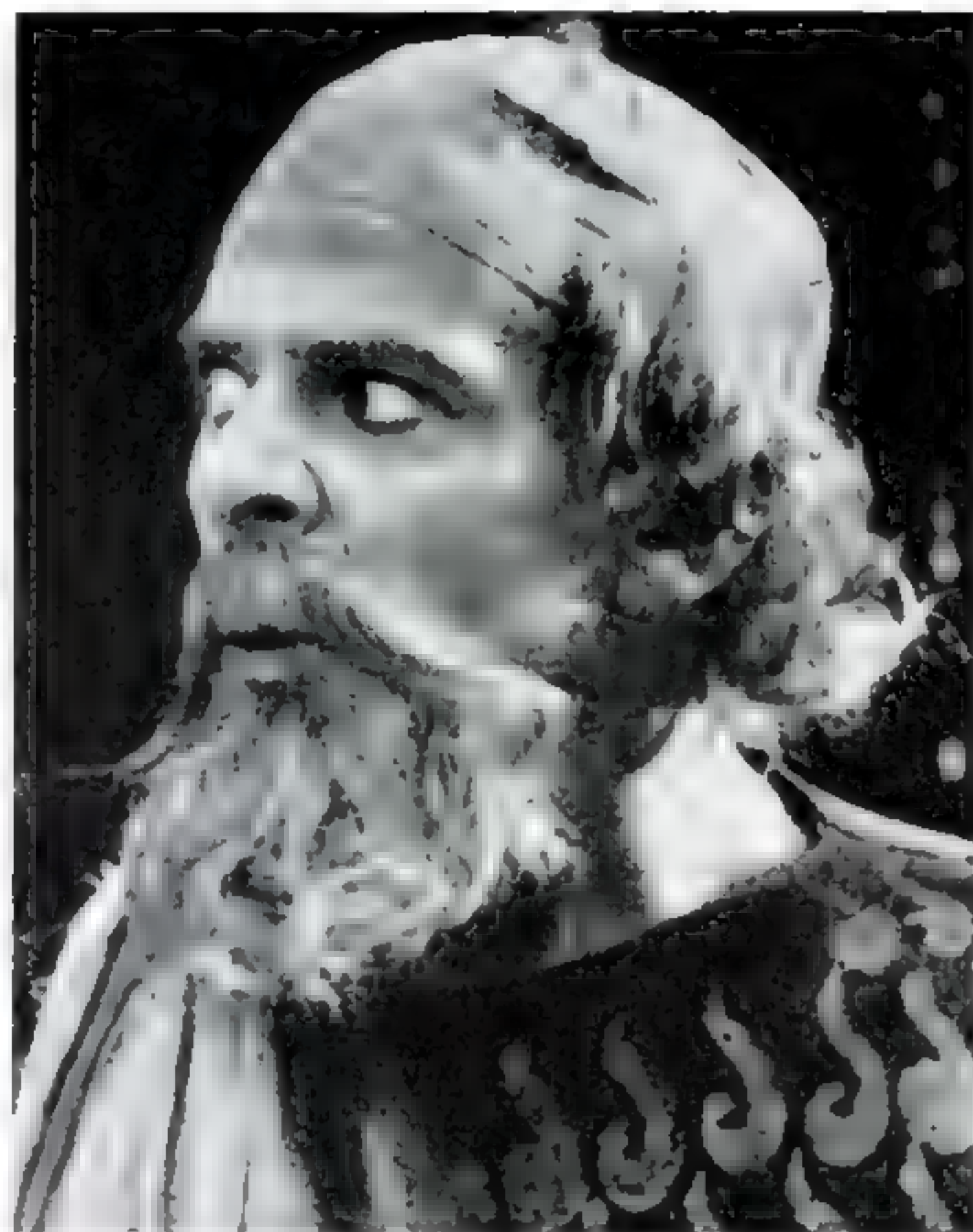


(IN BACKGROUND, TO BE A RELUCTANT WITNESS AT THE WEDDING FEAST

## of Old Athens Hit

of the century, for it is the only complete Menander work ever found.

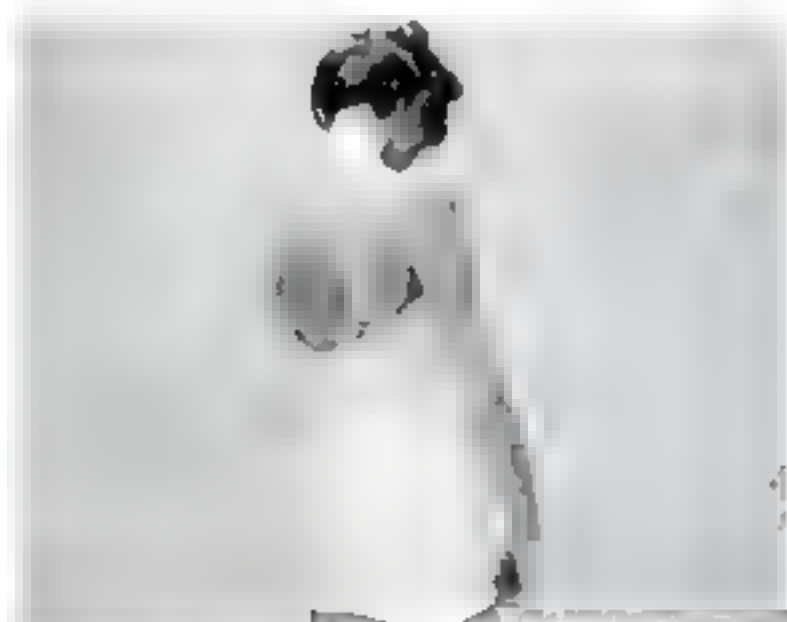
The play, copied in Greek possibly by a Third Century A.D. schoolmaster, was bought by a wealthy Swiss bibliophile from a Cairo antique dealer. Last week, in a French translation, it was performed by a troupe of Swiss actors. As the bellowing father finally gave his grudging consent to a rich young Athenian to wed his young daughter, *The Curmudgeon* sounded as urgent and familiar as it had in Greece some 2,300 years ago.



PLAY'S CURMUDGEON (Adrien Nicati) is a spiteful and pitiful old farmer who tries unsuccessfully to hide himself and his only daughter from the world.

CONTINUED

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☐ **BIRDLE CHAFE**—Johnson's special absorbents dry moisture fast. Feels so silky . . . smells so fresh.



☐ **BURNING FEET**—Super-absorbent Johnson's relieves burning and itching, keeps feet cool and dry.

*Now—get new, sure relief with Johnson's Medicated Powder—the powder with **dual-antiseptic action***

**Now—you can stop skin irritations** that you may have thought you had to "live with." Johnson's Medicated Powder gives *sure* relief from most externally caused skin problems.

**Has "dual-antiseptic action."** Johnson's exclusive formula contains two active antiseptics which work together to *destroy more kinds of harmful skin bacteria* than other medicated powders.

**Promotes healing instantly;** keeps on working. Dual-antiseptic Johnson's is formulated to cling to affected areas. Regular use protects skin against further attack by harmful and odor-causing bacteria for *hours*.

**Extra-absorbent formula!** Johnson's has two special absorbents to keep skin dry, comfortable. Soothing, silky, fresh-smelling—safe even for sensitive skin. Try it—the *most effective medicated powder* you can buy!



**Johnson's Medicated Powder** made by **Johnson & Johnson**





There's a man-size feeling of power in smoking a cigar. Because cigars give you a psychological lift along with flavor and satisfaction. Yet you needn't inhale to enjoy them . . . and no other pleasure so great costs so little. Try a few cigars today and . . .

**Get that good cigar feeling!**

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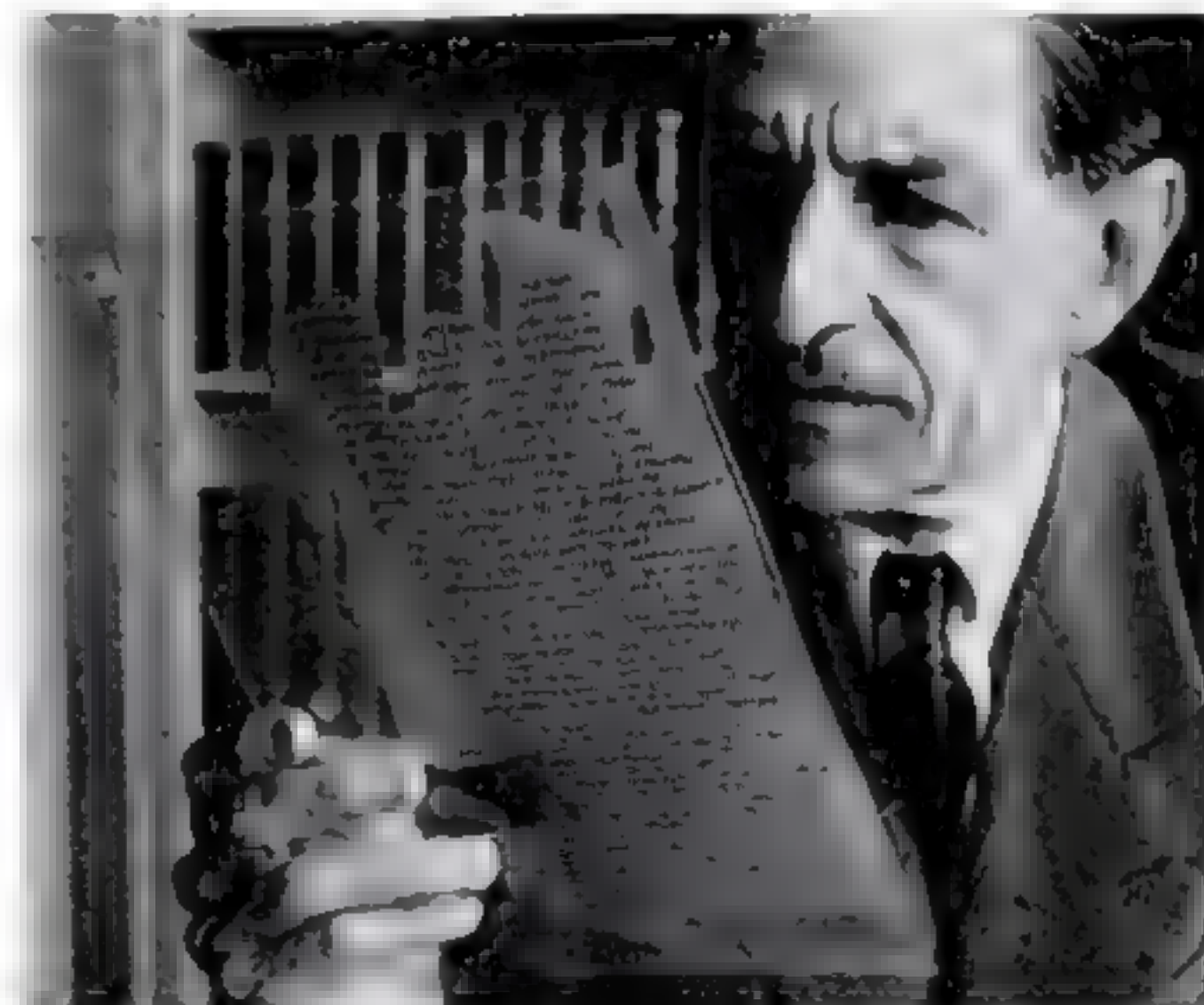


**WEAKENED FATHER**, stunned by a hard tumble into a well and a humbling trip home in a basket, gives young daughter his consent to get married.

## SCHOLARLY SCOOP

Unlike the other ancient Greek master of comedy, Aristophanes, who wrote highly fantastic satires, Menander wrote sympathetically about everyday people—wealthy or miserly fathers, star-crossed lovers, or rowdy servants. His down-to-earth plays, which were big hits in their day, set a style that has been carried on for centuries—first by the Roman Plautus, later by such Europeans as Molière and Racine, and today by the comedy spinners of Hollywood and Broadway.

The task of translating from the original papyrus was given to a Swiss scholar, Victor Martin, who grumbled, "Trouble is that whoever wrote this up didn't bother about punctuation or putting spaces between words. Worse, there are no cues about who is saying what." After months of work Martin finally made sense out of his great scholarly scoop. An English version by Columbia Professor Gilbert Highet will appear in the July issue of the bimonthly magazine, *Horizon*.



**PLAY'S PURCHASER**, Swiss Banker Martin Bodmer, examines a page of Menander papyrus. Some pages were torn, but only a few sentences were lost.



**PERFORMANCE ...**  
*in the  
key  
of AC!*



PHOTOGRAPHED AT THE DEAUVILLE HOTEL IN MIAMI

It's a sparkling performance every time he puts hand to keyboard. Victor Borge, starring on CBS-TV for the AC-sparked Pontiac, has won almost high acclaim for smooth music and comedy at the piano.

AC's Trapper, who works for AC on Walt Disney Studios' Zorro every week on ABC-TV, also turns in a sparkling performance on the show as well as through the oil filter in your car.



**WHEN YOU CHANGE OIL,  
CHANGE THE FILTER, TOO... AND WHEN  
YOU CHANGE YOUR FILTER\*  
ASK FOR AC... USED ON MORE NEW  
CARS THAN ANY OTHER BRAND !**

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*Frost-Guard*

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REFRIGERATOR-FREEZER  
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## AUTOMATIC DEFROSTING EVERYWHERE

In this new General Electric . . . in the *freezer* . . . in the refrigerator. No clocks to set . . . no pans to empty . . . no buttons to push. General Electric's new Frost-Guard System keeps frost from forming anywhere at any time!

New Freeze-N-Store Ice Service gives you extra ice cubes when you need them. You just turn the ice cube trays over the big storage bin at the top of the freezer and let cubes drop into it. Then, you refill the trays right in the freezer . . . no need to carry trays to sink. Cubes *never* stick together.



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**Frost never forms in the Roll-Out Freezer** of the new General Electric. Frozen food packages *never* frost up or stick together. You can always read the labels and there's no more messy handling of iced-up packages.



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from General Electric...  
the work-saving convenience  
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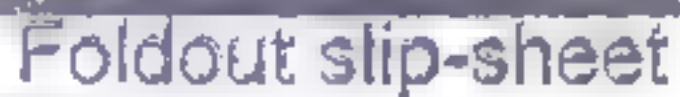


LIVE BETTER...  
*Electrically*



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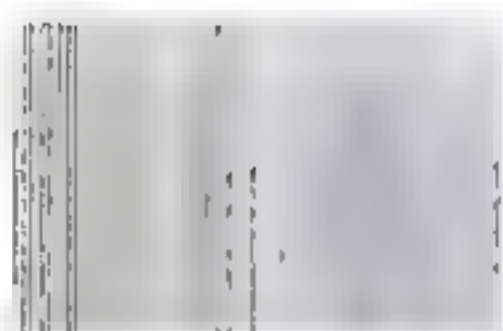


Foldy



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## All-Over Automatic Both Refrigerator

### General Electric's new Frost-Guard System banishes messy defrosting—forever!

NEVER AGAIN will you have to bother with the mess and fuss of defrosting. It's done for you in this wonderful new General Electric Refrigerator-Freezer.

**Fact is**, with General Electric's new Frost-Guard System, frost never collects anywhere in the big refrigerator or the 4.8-cubic-foot Roll-Out Freezer. Never on foods—never on refrigerator and freezer walls.

Thus, Frost-Guard constantly guards your foods, keeping fresh foods fresh and properly cold . . . and all your frozen foods at safe zero-degree temperature with never any frost build-up.

#### **New Swing-Out Shelves!**

And here's another advantage of this big 15-cubic-foot General Electric . . . *shelves that swing out all the way!*

**You swing them out**—and every single item of food on these shelves is right out in front of you where you can see and pick what you want. No more fumbling or spilling. No more "forgotten" foods at the back of a shelf.

**Other features** of this new General Electric include: Swing-Out Vegetable Bin, butter conditioner and egg tray . . . adjustable and removable door shelves . . . no coils on back . . . Mix-or-Match colors . . . **PLUS G-E dependability.**

Your G-E dealer can show you this and other G-E models in capacities and prices to fit your budget. Ask about his easy-to-pay terms and trade-in allowances.

Household Refrigerator Department, General Electric Company, Appliance Park, Louisville 1, Kentucky.

*Progress Is Our Most Important Product*

**GENERAL**  **ELECTRIC**



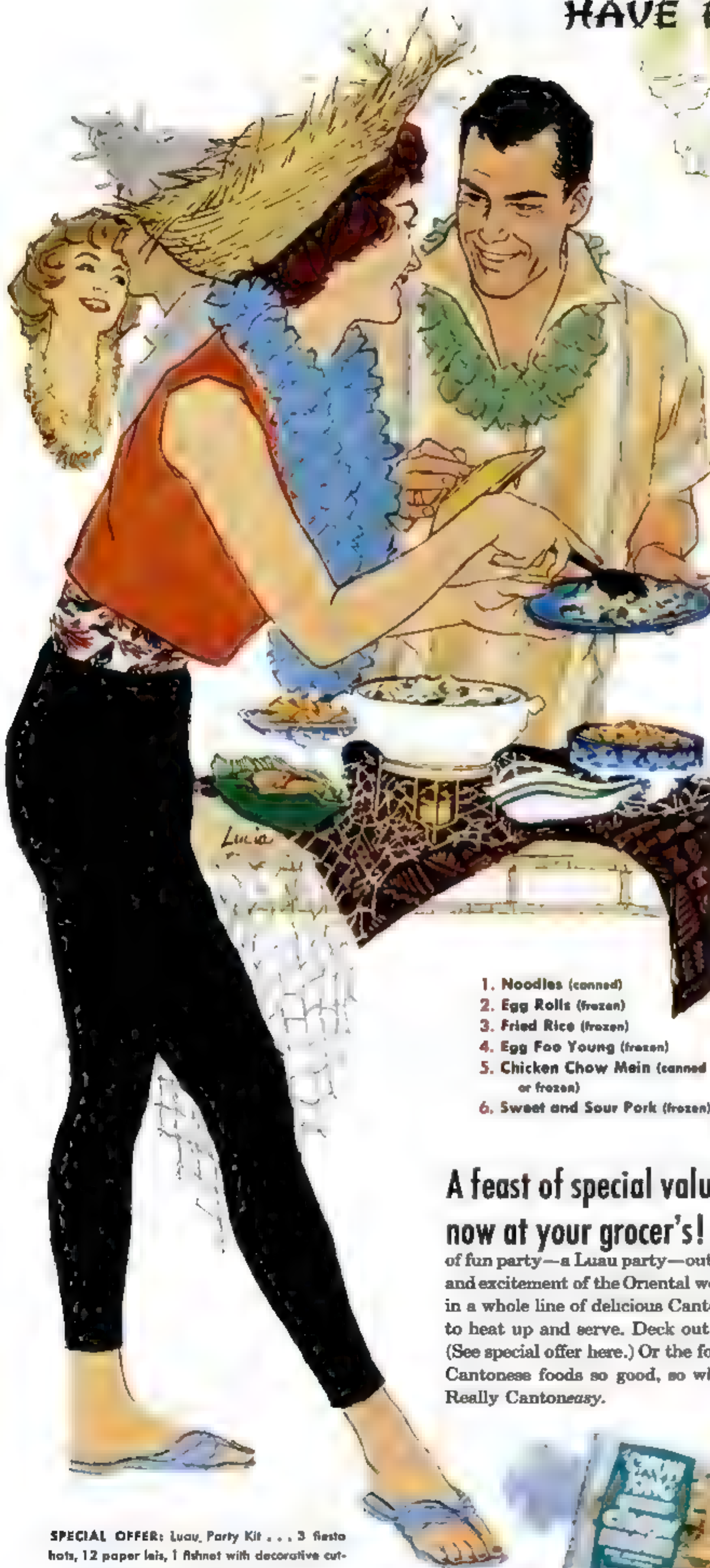
**Frost never gets a chance to form like this.** When frost collects in a freezer unit, food packages will frost up and stick together, like this. You can't tell which package is which until you scrape or chop away the ice.



HAVE FUN... GO CANTONEASY.

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(LOO-OW)



1. Noodles (canned)
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**SPECIAL OFFER:** Luau Party Kit . . . 3 fiesta hats, 12 paper leis, 1 fishnet with decorative cut-outs, 1 roll tapa paper for table. Get order blank at Chun King display in your store.

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DIVIDER-PAK. CANS  
guard  
crispness  
and flavor



Chow Mein Noodles  
made with fresh eggs





# French Star Wins Room at Top



PLAYING THE LONELY, NEGLECTED, FRENCH-BORN WIFE OF A BRITISH BUSINESSMAN, SIGNORET ACCEPTS A LOVE AFFAIR WITH HARVEY, A TOWN HALL CLERK

**I**N 1953 and again in 1957 France's sensuous, leonine Simone Signoret won the British film academy award as best foreign actress of the year. This year she not only won it a third time but also took the best actress award at the Cannes Film Festival for her part in a superb British movie, *Room at the Top*, now one of the top box office draws in the U.S.

*Room at the Top* tells of a conniving young man (played by the Old

Vic's Laurence Harvey) out to fight his way up in a Yorkshire mill town. For solace he woos Simone, a woman 10 years his senior, who falls desperately in love with him. But, driven by his ambition, he makes love to a millowner's daughter to get hold of the mill. He wins a bitter success—and sweet success goes to Director Jack Clayton, who had never made a full-length movie before, to Harvey and most of all to Simone Signoret.

AFTER A BRIEF EFFORT TO BREAK OFF AFFAIR, THE LOVERS MEET IN A BAR



SENSING FUTURE TRAGEDY, SIGNORET HEARS HARVEY PROTEST HIS LOVE





*Let the soot fly...let the*

# NOW! MUGGY CAN'T WRECK

Because now there's a hairspray that  
repels dust and dirt as it holds without wilting...  
holds without drooping!

It's the talk of the town, these hot summer days. Revlon has perfected the first hairspray that protects your hair from wind...and humidity...  
*and* dirt in the air. It's Revlon Living Curl!

To prove it, we spray one half of a model's hair with Living Curl... the other half with another leading spray. Then we brush...and with the ordinary spray the brushing causes fly-away hair. But Living Curl continues to hold as no other hairspray can.

Then we pass dust near the hair. The side with ordinary spray attracts the dust like a magnet. The side with Living Curl repels it. Proof that Living Curl's exclusive formula ends fly-away hair *and* actually pushes dust *away*. Shouldn't you be using it this summer?

Dress by John Moore Talmack  
Jewels by Van Cleef and Arpels



*humidity climb!*

# 'CITY AIR' YOUR HAIR!

NOW IN 3 CUSTOM FORMULAS. One exactly right for your kind of hair!



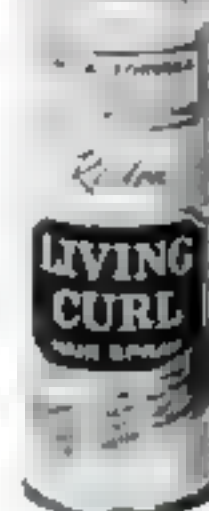
**1 LIVING CURL (REGULAR)**  
for normal hair

*Holds surely yet softly...on the windiest day, in the muggiest weather! And it holds without gummy stickiness. Prevents wilting and drooping as no other hairspray can!*



**2 NEW! (FOR TINTED AND BLEACHED HAIR)**

*Special conditioners restore softness, body and highlights stripped away by tinting and bleaching. Won't darken or discolor. Even humidity can't wilt its holding power.*



**3 SPECIAL! (FOR HARD-TO-MANAGE HAIR)**

*Superb holding for dramatic, sculptured styles even in dampest weather. Lets you wear hairdos you never could before. Tames even coarse, curl-resistant hair!*

*Revlon*

# LIVING CURL

*Holds, holds, holds the smartest hairdos in the world!*



Upset Stomach  
got you  
**OUT OF FOCUS?**



For upset stomach, heartburn, gas or other symptoms of acid indigestion

Take Minty Phillips' Tablets

**Get On-the-Spot  
RELIEF!**



When you're away from home—working, shopping, out having fun—and acid indigestion upsets your stomach, take minty tasting Phillips' Tablets. There's no glass—no water—to bother with. You just chew a few—and feel fine again fast. That's because Phillips' Tablets contain one of the world's fastest, most effective "stomach sweeteners." So carry Phillips' Tablets wherever you go.



**PHILLIPS'  
TABLETS**



LINDA EARNHARDT STARTS A LOOP STANDING UPRIGHT ON THE WING OF STEERMAN BIPLANE FLYING AT 140 MPH



## WING WALKER AT 13

Thirteen-year-old Linda Earnhardt of Kernersville, N.C. has a summer job that almost every other red-blooded school kid would admire, if not envy. And she got it through good old-fashioned persistence. One of her family's friends is a stunt flier and for two years Linda pestered him to make her an aerobat. This year he finally gave in. Now at air shows in the South, Linda climbs on the wing of his plane and as it loops she stands there, sometimes rightside up and sometimes upside down. To train for the job, which pays \$50 to \$150 a show, Linda practiced parachuting. Already she takes the job in her stride. "When you are up there," she says, "you think of what you're going to do when you get down, like what you're having for dinner."

AT TOP OF LOOP, LINDA FLIES UPSIDE DOWN. SHE IS HELD TO THE PLANE BY CROSS BRACE AND FOUR CABLES







The most up-to-date kitchen comes with...

## The Mobile Home

ONE PRICE INCLUDES YOUR FURNISHINGS  
AND APPLIANCES FOR EVERY ROOM



**Y**OU GET your own new home, all your major appliances and furniture, plus draperies and carpeting—all at once! The modern mobile home, you see, comes completely furnished and ready to live in. Everything is included in one easy-to-pay price. You may pay only \$75 a month, avoiding heavy debt—yet own more modern conveniences than in most stationary housing.

Look at the kitchen. You can have a conventional or built-in range and oven, large capacity refrigerator, disposal, formica counters, plenty of cabinet area. Furnishings in the

living room and bedrooms are attractive and comfortable—and you have a wide range of choice of styles and color schemes among the different mobile homes. Bathrooms come complete with tub and shower—and are pretty, too! You can also have air-conditioning, automatic heat, an automatic washer-dryer, built-in TV.

No wonder three million people have chosen this modern American living trend! To find dealers in your area, look in the yellow pages of your phone book or classified section of your newspaper under "Mobile Homes," "Trailers-House," or "Trailers-Coach."

### GOOD-LOOKING NEW SUBURBS

There are many new, beautifully landscaped mobile home parks. Many of these modern friendly communities have recreational facilities—even swimming pools. You have your own back yard to grow prize peonies or tomatoes, sunbathe, or have outdoor grills.

### SEND FOR MHMA YEARBOOK I

Mobile Homes Manufacturers Assn., Dept. L-629  
P. O. Box 1516, Chicago 90, Illinois

Please send MOBILE LIFE, with information on models of 75 manufacturers, mobile home parks and living. Enclosed is 25¢ to cover mailing and handling costs.

Name

Address

City  State



**Mobile Homes Manufacturers Assn.**

*Trailer Coach Association* OF THE WEST





# ECO N-O-WASH

YOUR NEIGHBORHOOD COIN-OPERATED LAUNDRY



## the contest you'll want to enter 5 times!

5 CHANCES

Cadillac



TO WIN

Oldsmobile



THESE

Buick



DAZZLING

Pontiac



NEW GM CARS!



Chevrolet

# ECO N-O-WASH

THE MODERN WAY TO WASH

Wow! Five contests! Five chances to win a '59 Chevy, Pontiac, Buick, Oldsmobile or Cadillac. Plus 60 other prizes! Just visit your franchised neighborhood Econ-O-Wash coin-operated laundry. Inside, you'll find entry blanks and full details. Look for the big display in the window starting June 22nd. You'll find America's finest professionally-built washers and driers—ready to give you the whitest, brightest wash ever!

**Econ-O-Wash is handy!** Open 24 hours, 7 days a week! Conveniently located, near stores and shopping centers. Do your marketing while Econ-O-Wash sudses, rinses and dries.

**Econ-O-Wash is faster!** There's no waiting. If your wash is large, use several machines at once!

**Econ-O-Wash is restful!** Read, daydream, nap or chat with your neighbors—while Econ-O-Wash agitator-type machines do the work.

**Econ-O-Wash is economical!** No need to buy that new automatic. No need to fix that ailing home washer. A few cents a week puts all the washers and driers you need at your command.

Enter all five contests. Win a beautiful GM car. And get the Econ-O-Wash habit this week. You'll be happy you did!

### ENTER ALL 5 CONTESTS!

**Contest #1:** 1st prize: Chevrolet Bel-Air 2-Door Sedan

**Contest #2:** 1st prize: Pontiac Catalina Sports Sedan

**Contest #3:** 1st prize: Buick LeSabre 2-Door Sedan

**Contest #4:** 1st prize: Oldsmobile 88 2-Door Sedan

**Contest #5:** 1st prize: Cadillac Series Sixty-Two Coupe.

**2nd and 3rd prizes:** "Gramercy 17" GE Television Set, each contest.

**10 more prizes:** Month's free washing at Econ-O-Wash—all awarded in each of the 5 contests!

**How to enter:** Check the address of your nearest franchised Econ-O-Wash Laundry listed on the opposite page. Obtain official entry blanks there. All you do is complete this statement in 25 words or less, "I like Econ-O-Wash because . . . ." There are 5 consecutive contests, each lasts two weeks. Enter all five! Contest #1 opens June 22, 1959.

**65 PRIZES IN ALL!**

The Small Equipment Company  
Division of The American Laundry Machinery Co.  
Cincinnati 12, Ohio



# ECON-O-WASH

COIN-OPERATED LAUNDRY, OPEN 24 HOURS, 7 DAYS A WEEK

## ALABAMA

625 Front St.  
Anniston

## ARKANSAS

West Fourth St.  
Fayetteville  
Highway 167  
Sheridan

## CALIFORNIA

5409 Compton Blvd.  
Bullhollow  
1905 W. First St.  
Concord  
1443 Park Ave.  
Concord  
7045 Paramount Blvd.  
Downey  
605 State St.  
E. Contra  
16406 S. Normandie  
Gardena  
144 S. S. Western Ave.  
Gardena  
6024 Vineland Ave.  
No. Hollywood  
2128 Century Blvd.  
Inglewood  
5 21 W. Jefferson  
Los Angeles  
10929 Alondra Blvd.  
Norwalk  
1720 Tehama  
Redding  
3310 Adams  
San Diego

## COLORADO

10720 E. Colfax  
Aurora  
478 S. Ninth St.  
Canon City  
30,4 West 23rd St.  
Denver  
529 E. Ohio Ave.  
Denver  
2005 S. College  
F. Collins  
727 Main St.  
Longmont  
428 Bonforte Blvd.  
Pueblo  
LaCorte Shopping Center  
Westminster

## DELAWARE

500-501 A W. Ninth St.  
Wilmington

## FLORIDA

525 Atlantic Beach Blvd.  
Atlantic Beach  
East Main & No. 2nd St.  
Barlow  
3104 Manatee Ave., W.  
Bradenton  
1871 Gulf to Bay  
Clearwater  
203 S. Lincoln  
Clearwater  
511 Main St.  
Daytona Beach  
318 E. New York Ave.  
DeLand  
418 W. Broadway  
Fort Meade  
552 E. Church  
Jacksonville  
4930 South Drive  
Jacksonville  
317 Dean Rd.  
Jacksonville  
2737 Edgewood Ave.  
Jacksonville  
900 Southard St.  
Key West  
Congress & Tenth Aves.  
Lake Worth  
114 N. Congress Ave.  
Lake Worth  
8915 Bird Rd.  
Miami  
3200 N.W. Second Ave.  
Miami  
13723 N.W. Seventh Avenue  
Miami  
3609 S.W. Eighth St.  
Miami  
125 N.E. 79th Street  
Miami  
2711 Biscayne Blvd.  
North Miami  
Division & Robinson  
Orlando  
Washington Shores Shopping  
Center Orlando  
202 28th Street, S.  
St. Petersburg  
2010 Passagrille  
St. Petersburg Beach  
Fourth & Orange Sts.  
Sarasota  
225 W. Main Street  
Wachula  
200 N. Sapodilla Ave.  
West Palm Beach

## GEORGIA

Liberty St.  
Washington  
2600 College Ave.  
Albany  
146 S. Northwest Hwy.  
Birmingham  
506 East Grove  
Champaign  
1330 N. Sedgewick Ave.  
Chicago  
5401 W. Diversey  
Chicago  
Cohokos Shopping Center  
Cohokos  
119 N. Main St.  
Crystal Lake  
2003 A E. Main St.  
Danville  
511 S. Gilbert  
Danville  
1139 Fifth St.  
LaSalle  
100 W. Superior St.  
Ottawa  
536 First Ave.  
Ottawa  
409 S. Maplewood Dr.  
Rantoul  
839 Cunningham St.  
Rockford  
304 W. Walnut  
Port Clinton  
W. Union St.  
Rosedale

## INDIANA

1343 S. Jackson St.  
Auburn  
608 W. National  
Brazil  
434 Main St.  
Brookville  
South St. & Ladoga Rd.  
Crawfordsville  
207 E. Fifth St.  
Fowler  
216 S. Randolph St.  
Garrett  
1301 W. 25th Ave.  
Gary  
1011 N. Shelby Ave.  
Gary  
624 Fifth Street  
Huntingburg  
1818 20 N. Hillside  
Indianapolis  
West Side Shopping Center  
Indianapolis  
2179 N. Illinois St.  
Indianapolis  
709 W. Main St.  
New Albany  
2218 Shelby St.  
New Albany  
202 S. Main Street  
Oakland City  
1001 Main St.  
Tell City  
1465 Sixth Ave.  
Terre Haute

## IOWA

Highway 71  
Arnolds Park  
Seventh & Mulberry  
Atlantic  
Bettendorf  
2725-33 Washington  
Burlington  
614 West U.S. 30  
Carol  
Cedar Rapids  
6833 Douglas Ave.  
Des Moines  
3221 E. 14th St.  
Des Moines  
120 Third Ave. N.E.  
Independence  
Oakland  
Pleasantville  
739 Logan  
Waterloo  
West Ninth & Mitchell  
Waterloo

## KANSAS

113 E. Central Ave.  
Lyons  
Corner 8th & Mississippi  
Lawrence  
528 Adams  
Topeka

## KENTUCKY

405 Fourth St.  
Corbin  
301 Pike St.  
Covington  
2722 W. Market St.  
Louisville  
Olive Hwy. & Stephen Dr.  
Pleasure Ridge Park  
LOUISIANA  
802 Filmore St.  
Monroe  
Landis St.  
Lumberton

## MICHIGAN

720 Michigan Ave.  
Alma  
Central Lake  
274 Randall  
Coopersville  
17261 Greydale  
Detroit  
714 Front St.  
Downsview  
1100 Main St.  
Frankfort  
6750 Middlebelt Rd.  
Garden City  
1324 Burton St. W.  
Grand Rapids  
1208 W. Fulton St.  
Grand Rapids  
806 Lansing Ave.  
Jackson  
29643 W. Eight Mile Rd.  
Livonia  
3482 S. Main St.  
Marquette  
Newage  
114 W. Helen  
Newberry  
Plymouth  
2387 Elizabeth Lake Rd.  
Pontiac  
324 Griswold St.  
Port Huron  
Pine Grove of Garfield  
Port Huron  
W. Union St.  
Rosedale  
1225 N. Sixth Ave.  
Saginaw  
Kroger Block  
South Lyons  
Traverse  
1453 Michigan Ave.  
Ypsilanti  
206 E. Main St.  
Zeeland

## MINNESOTA

1306 Eighth Avenue, N.  
Minneapolis, Minn.  
Pine City  
4815 Excelsior Blvd.  
St. Louis Park

## MISSISSIPPI

Public Square  
Batesville

## MISSOURI

1200 W. Hwy 24  
Independence  
222 Neosho Blvd.  
Neosho  
2924-28 Marcus Ave.  
St. Louis  
6411 Michigan Ave.  
St. Louis  
218 Lemay Ferry Rd.  
St. Louis  
6709 Olive Street Rd.  
University City

## MONTANA

220 S. Merrill  
Glendora  
1018 Tenth Ave., S.  
Great Falls  
121 First Ave., E.  
Kalispell  
806 Bridge St.  
Miles City  
130 Galea St.  
Shelby

## NEBRASKA

713-15 "C" Ave.  
Central City  
Dane City  
17th & Chase Sts.  
Falls City  
107 W. Sixth St.  
Lexington  
North Bend  
Ogallala  
4865 Center  
Omaha  
402-04 N. 24th St.  
Omaha  
910 N. 40th St.  
Omaha  
6724 N. 30th St.  
Omaha  
Stromburg  
Valley

## NEW JERSEY

Clark Township  
305 Anderson Ave.  
Fairview  
225 Rock Rd.  
Glen Rock  
80-A Anderson St.  
Hackensack  
427 Raritan Ave.  
Highland Park  
1097 Stuyvesant Ave.  
Irvington  
27 Jackson Ave.  
Jersey City

373 S. Orange Ave.  
Newark  
219 Park Ave.  
Paterson  
425 State St.  
Perth Amboy  
220 Main St.  
Ridgewood Park  
315 Union Ave.  
Rutherford  
ECHO Shopping Plaza  
Springfield  
156 Brunswick Avenue  
Trenton  
430 Bloomfield Ave.  
Verona

## NEW MEXICO

Third & Pennsylvania St.  
Alamogordo  
N.W. 12th St.  
Albuquerque  
8404 Second St., N. W.  
Albuquerque  
471 Niagara St.  
Albuquerque  
2834 Graceland, N.E.  
Albuquerque  
8413 Central, N.E.  
Albuquerque

## NEW YORK

1397 Ogden Ave.  
Bronx  
522 Court St.  
Brooklyn  
471 Niagara St.  
Buffalo  
161 21 A Crochran  
Flushing  
4490 Broadway  
Manhattan  
1968 Ridge Road, W.  
Rochester  
71 Victory Blvd.  
Staten Island  
419 Richmond Ave.  
Staten Island  
345 New Dorp Lane  
Staten Island  
2201 E. Fayette St.  
Syracuse

## NORTH CAROLINA

E. Main St. & Bell Ave.  
Albemarle  
Coacord Rd. & Six Points  
Albemarle  
883 Tunnel Rd.  
Asheville  
268 Patton Ave.  
Asheville  
323 Columbia St.  
Belmont  
149 Main St.  
Centon  
607 Main St.  
Carboro  
1334 East Blvd.  
Charlotte  
Tournament & High Streets  
Concord  
1615 S. York St.  
Gastonia  
U.S. Highway 70  
Olea  
Bank & Parlee Sts.  
Salisbury  
Northside Shopping Center  
Winston-Salem  
1111 Vergrasse St.  
Winston-Salem

## NORTH DAKOTA

Ohio  
441 E. State St.  
Athens  
606 Washington Blvd.  
Beirne  
47 Connel Home Acres  
Bryce  
5316 Beechmont Ave.  
Cincinnati  
2338 May St.  
Cincinnati  
7308 Montgomery Rd.  
Cincinnati  
2709 Observatory Road  
Cincinnati  
6801 Vine St.  
Cincinnati  
8106 Blue Ash Rd.  
Deer Park  
930 State St.  
East Liverpool  
112 Cherry St.  
Georgetown  
601 Central Ave.  
Hamilton  
340 Main St.  
Hamilton  
316 Harrison Ave.  
Harrison  
University Plaza  
Kent  
508 S. Main St.  
Mt. Vernon  
6130 State Rd.  
Parma

233 Nevada St., S.W.  
Warren  
2527 Miles Rd., S.E.  
Warren  
1227 Glenwood Ave.  
Youngstown  
3755 Mahoning Ave.  
Youngstown

## OKLAHOMA

514 E. St. N.W.  
Ardmore  
Bakery Bldg.  
Buffalo  
Main & Commerce Sts.  
Commerce  
East Main St.  
Hesston  
507 S. Broadway  
Hobart  
2800 S. St. Clair  
Oklahoma City  
2711 Classen Blvd.  
Oklahoma City  
2801 S. Shields  
Oklahoma City  
8306 N.E. Tenth  
Oklahoma City  
1000 W. Main Street  
Yukon

## OREGON

13th & Columbia Sts.  
St. Helens, Columbia  
Second & Golden Sts.  
Coos Bay  
920 Beck  
Corvallis  
628 Gibbs St.  
Cottage Grove  
764 Bink  
Eugene  
917 S.W. Sixth St.  
Grants Pass  
511 S. Riverside  
Medford  
2421 S. E. 39th Ave.  
Portland  
63rd & Hobay N.E.  
Portland  
418 S.E. 81st Ave.  
Portland  
811 Killingsworth  
Portland  
74 0 N.E. Killingsworth  
Portland  
521 N.E. Garden Valley Rd.  
Roseburg  
3859 River Road N.  
Salem  
144 Candelaria Shopping  
Center S. Salem  
915 W. Central  
Sutherlin  
95 Harbor Court N.E.  
Warrenton

## PENNSYLVANIA

323 E. Main St.  
Carnage  
1505 Polomac  
Dormont  
17th & Hanover Sts.  
Harrisburg  
857 Manor St.  
Lancaster  
244 N. Ninth St.  
Lebanon  
1603 Evans Ave.  
McKeesport  
214 S. Front St.  
Phillipsburg  
1921 Morray Avenue  
Pittsburgh  
4305 Murray Avenue  
Pittsburgh  
830 Linden Ave.  
East Pittsburgh  
5138 Penn Ave.  
Pittsburgh  
4,6 N. Highland Ave.  
Pittsburgh  
7434 Washington Ave.  
Swissvale  
Franklin St.  
Waynesburg  
463 W. College St.  
York

## SOUTH CAROLINA

856 Folly Rd.  
Charleston  
700 S. Irby  
Florence  
1405 Jasper Ave.  
Hartsville  
TENNESSEE  
332 S. Cumberland St.  
Morristown  
2800 Clifton Rd.  
Nashville  
Grove Center Shopping  
Center Oak Ridge  
TEXAS  
International Blvd. & Telf Rd.  
Brownsville

5604 Dyer St.  
El Paso  
900 Wyoming  
El Paso  
2633 Wyoming at Five Points  
El Paso  
Main St.  
Frisco  
14th & Warren  
Kingville  
1219 Scott & Santa Maria  
Laredo  
619 Park St.  
Laredo  
Loraine  
Odem  
415 Sprigdale  
San Antonio  
Avenue E & Second Ave.  
Sinton

## VIRGINIA

Sherwood Shopping Center  
Danville  
Rt. 1 Shopping Center  
Fredericksburg  
1735 Grace Street  
Lynchburg  
525 Memorial Blvd.  
Martinsville  
Ocean View at Chesapeake  
Ave., Norfolk  
321 E. 1st St., Academy Park  
Portsmouth  
32 George Washington Hwy.  
Portsmouth  
318 17th St.  
Virginia Beach

## WASHINGTON

2nd & Commercial Sts.  
Anacortes  
121 C St. S.E.  
Auburn  
2303 Meridian St.  
Bellingham  
620 E. Fairhaven  
Burlington  
1118 S. Gold St.  
Centralia  
519 Diagonal  
Clarksston  
124 Fourth Ave., N.  
Edmonds  
1824 Broadway  
Everett  
East 400 Broadway  
Moses Lake  
809 Riverside Drive  
Mt. Vernon  
Midway Blvd.  
Oak Harbor  
1942 E. Fourth Street  
Olympia  
812 Lewis St.  
Pasco  
11704 Fifteenth Ave., N.E.  
Seattle  
11443 Ranier Ave.  
Seattle  
1404 Northwest Blvd.  
Spokane  
1020 Woods St.  
Sumner  
12171 Pacific Ave.  
Tacoma  
601 N. K St.  
Tacoma  
5411 Slaterscom Ave., S.W.  
Tacoma  
325 E. Wenatchee  
Wenatchee  
2514 S. First St.  
Yakima

## WEST VIRGINIA

3718 MacCortie Ave., S.E.  
Charleston  
409 Buckhannon Pike  
Clarksburg  
660 W. Main St.  
Clarksburg  
1111 16th St.  
Huntington  
823 Lafayette Ave.  
Moundsville  
708 Seventh St.  
Parkersburg  
1300 Grand Central  
Vienna

## WISCONSIN

406 Broadway  
Baraboo  
1337 Veip Ave.  
Green Bay  
Lodi  
700 Main St.  
Oshkosh  
Route 22  
Pardeeville  
116 S. Madison  
Sturgeon Bay  
Waupia

Get  
your  
entry  
blanks  
at your  
neighborhood  
franchised  
ECON-O-WASH  
—starts  
June 22, 1959

Franchise

ECON-O-WASH

Look for this Certificate  
displayed only  
by Franchised  
Econ-O-Wash Laundries





"So good in glass"

People who know fine flavor insist on beer in glass bottles—because sparkling glass can't change beer's brewery-fresh appeal.

GLASS CONTAINER MANUFACTURERS INSTITUTE, 99 PARK AVENUE, NEW YORK





FACE INTENT WITH EFFORT, MARGARET BOURKE-WHITE EXERCISES MUSCLES IN BATTLE AGAINST PARKINSON'S DISEASE

# Famous Lady's Indomitable Fight

"I've always taken on the toughest challenge," Margaret Bourke-White has said and it sums up her famous career as photographer, lecturer and author. Here, in a personal epic, she tells of the toughest challenge she ever faced - her seven-year battle against baffling Parkinson's disease. Dauntless and resourceful,

Miss Bourke-White helped pioneer industrial photography, took LIFE's first cover, ranged the world telling of people and their bravery in the face of sufferings. For this story of her own suffering and determination, she was photographed by a renowned colleague who, with her, was on LIFE's original photographic staff.

Written  
for LIFE by  
MARGARET  
BOURKE-WHITE

Photographed  
for LIFE by  
ALFRED  
EISENSTAEDT

MISS BOURKE-WHITE FLIES IN BOMBER IN 1913







← **CRUMPLING PAPER** into balls, Miss Bourke-White still works to keep fingers from stiffening.

**STRAINING TO RELEARN** how to speak distinctly after disease had blurred and weakened her

## 'To know Parkinson's you must know

*Alfred Eisenstuedt's pictures of Margaret Bourke-White were taken during the past six months. But her full story begins with the misleadingly innocuous onset of the illness seven years ago.*

**T**HE mysterious malady began so quietly I could hardly believe there was anything wrong. There was nothing strong enough to dignify with the word pain, nothing except a slight dull ache in my left leg when I walked upstairs. I did not dream it was the stealthy beginning of a seven-year siege during which I would face a word totally new to my vocabulary—incurable.

For half a year the dull ache wandered haphazardly to other parts of my leg, my arm, my back—always on my left side. Then came something small but very peculiar. I was in Tokyo at the time (1952) and I discovered that when I arose after sitting for an hour, at lunch for instance, my first three steps were grotesque staggers.

Highly embarrassed by these staggers, I thought up little concealing devices such as dropping my gloves and retrieving them—any brief delaying action helped, because on the fourth step I could walk normally again. I consulted doctors but found that my wisp of a symptom meant as little to them as it did to me.

Over the next three years I found there were a good many diseases I did not have. I did not have cancer, heart trouble, infantile paralysis or arthritis. When I thought back over my experiences during two wars, I was amazed at the notion that a mere disease could catch me. In the Mediterranean during World War II, I had been aboard a transport that was torpedoed and had escaped in a lifeboat. I had flown over Cassino in Italy with German fighters following our little Piper Cub. I had been through

too many bombings and shellings to count them, and once I was even dropped into the Chesapeake Bay by a helicopter. I had always been arrogantly proud of my health and durability. The strong might fall by the wayside but I was indestructible.

Then a friend suggested I talk to Dr. Howard Rusk. I already knew Dr. Rusk, whose Institute of Physical Medicine and Rehabilitation at New York University's Medical Center has done so much for the physically disabled, but it was a shock to think of myself as a cripple.

Dr. Rusk took me to his staff neurologist, Dr. Morton Marks, to whom my malady was no mystery.

"But," he said, "I'm not going to give it a name, because some day you may see an advanced case, and it might discourage you." He asked the chief physical therapist to draw up a program of exercises for me, "to help save what you've got."

To save what I've got! He can't mean me! Soberly he explained, "You can do a great deal to control your disease. From now on, exercise is more important to you than rest. You must exercise. If you skip one day you'll fall back two. If you skip three days you'll lose six."

Jack Hofkosh, the therapist, a short powerful man with a large head, began telling me ways to strengthen my hands.

"Crumpling pages of newspaper into a ball, using all four fingers and thumb, would be excellent," he said. "And for the wrist, nothing could be better than mixing up cake batter."

I was as cross as a petulant child. "I don't make cake," I snapped.

He suggested that I twist and squeeze out wet clothing under a warm-water tap. Foolishly I scolded him: "I don't wash my own clothes."

But a few weeks later something frightened

me out of all this nonsense. I found I could not type, not even on my electric typewriter, for my fingers were stiffening. I went back to Mr. Hofkosh, determined to master whatever he could teach me.

Beginning in 1955, everything I did became an exercise. Wherever my photographic assignments took me I tried to walk, run, climb, fly. My great dread was that editors would try to spare me, but when I said I was under doctor's orders to walk at least four miles a day, they understood. They sent me to Pittsburgh, to Colorado, to the edge of the Yukon. Wherever I was I rose half an hour early to crumple newspapers into popcorn-ball size. The space under my seat in any plane, train or bus overflowed with these popcorn balls. Every motel room I stayed in was soon knee-deep in them, and any well-appointed hotel bathroom was an invitation to me to wring out all the Turkish towels in water.

### A walking prison

**I** CLUNG to such routines as I clung to my work, and both strengthened my spirit. The more impossible an assignment looked, the more savage I was about doing it. In British Columbia in 1957 I flew low over icy crusts of glaciers, photographing some of the wildest country in the world. It thrilled me to find I could work easily in the air, swinging my heavy airplane cameras, because each step on earth was becoming labored now. I could not hide from myself the knowledge that each year left me a little worse than it found me.

When I opened some medical insurance papers one day and learned I had Parkinson's disease, the name did not frighten me because I did not know what in the world it was. Then slowly a memory came back, of a description





voice, the author, with another patient, is taught by therapists (rear) to exaggerate lip movements.

LIMBERING SHOULDER, the author gets therapy workout to relax muscles, avoid humpback. →



## awkwardness, anxiety and near-panic'

Edward Steichen once gave at a photographers' meeting of the illness of Edward Weston, "dean of photographers," who was a Parkinsonian. I remembered the break in Steichen's voice: "A terrible disease . . . you can't work because you can't hold things . . . you grow stiffer each year until you are a walking prison . . . there is no known cure. . . ."

I learned that Playwright Eugene O'Neill was a victim of it; that Sister Kenny, the great believer in physical therapy for polio, had it; that Supreme Court Justice Harold Burton had retired from the Court because of it; and that three-quarters of a million other Americans suffer from it today. Often they appear to be struck down at their peak—creative, active people who do not baby themselves. And although the disease has been known for 2,000 years (it is the shaking palsy mentioned in the Bible) nobody has discovered its cause, and it has never received the extensive study given to other critical ailments.

The disease's odd name comes from Dr. James Parkinson, an English scientist who in 1817 published his observations of six of its victims, noting each weird and ugly symptom. This chronicle has become a medical classic. Yet in the 128 years from Dr. Parkinson's death to the onset of my own siege, little more had been learned.

Parkinsonism is Hydra-headed. Push it down in one form and it rears up in another. Its two main symptoms are rigidity in various parts of the body and arm and leg tremors. But to know what Parkinson's is you must know the surprise of finding yourself taking sudden, involuntary backward steps. You must know the surprise of finding yourself sloping forward as though you were trying to impersonate the tower of Pisa. You must discover the awkwardness of taking 11 cautious steps to get around

your own kitchen when one swift pivot used to do the job. You must live with the tight anxiety whenever you walk into a roomful of people, and the near-panic of the questions you ask yourself:

Do I just imagine it that I can't seem to turn over in bed any more? Why does everyone ask me to repeat on the telephone? If I stand or walk near other people how will I keep from knocking them down? How will I cut my meat? Do people notice anything wrong?

As I look back, however, I recall that somehow this was not an unhappy period. Finding that I could accomplish so much by my own will and by concentration was one of the many heartening things that were making my life over into a new pattern. Vividly I remember the pursuit of my left pocket. I had made the melancholy discovery that I could not put my left hand in the pocket and retrieve or place anything there. So I began studying the right hand, the well hand, and tried to teach its little sequence of movements to the left hand. Some time later, delighted, I realized my effort had paid off. Without thinking I had put my left hand in my pocket and pulled something out. This was an achievement I wore like an invisible jewel.

### On an escalator going down

**I** WAS amazed to see what the body will do for you if you insist. Walking is an unbelievably complex matter. To keep your balance your arms must swing, but mine had grown rigid and would not do it naturally. I had to keep a straight back or my chest would contract still more and make me grotesquely round-shouldered.

And every day I walked. In snow or rain or sun I walked and walked, trying to remember

all these things at once. See that bush ahead? I'm going to swing my left arm till we reach it. . . . I'll think only about straightening my back until we come to the first mailbox. . . . For weeks in my neighborhood dogs barked and children stared at the solitary walker with the unreal gait. They've long since stopped staring—they are used to me now.

I never suffered from the crashing falls which are the curse of most Parkinsonians, nor was I afflicted with the terrible tremor which is characteristic. I think my determination not to have these helped fend them off. Whenever I noticed the slightest trembling I stopped whatever I was doing and instantly did exercises. But I knew this could not go on forever. I knew only too well I was on an escalator which was moving down while I was trying to run up. I could not shout down the fact that Parkinsonism is a progressive disease.

In the spring of 1958 I went to the Pisgah Mountains of North Carolina after a lecture date, to see the azaleas brilliant on the mountaintop and to write and walk. I was too early; the inn was lost in rain clouds and it was chill and dark. But there was an isolated road there, and down the middle of that empty road ran a white line that seemed to stretch from me to infinity. Here was my fogbound gymnasium where, all alone, I could practice the "Hof-kosh pace." Every day I did my four miles. I did deep knee-bends, touched my toes—and walked. If anyone had asked me why, I would have been hard put for a reply. The chances seemed 100 to zero against my getting back my health. But I could not imagine laying down my weapons in the middle of the fight. And somehow I had the unshakable faith that if I could just manage to hang on, somewhere a door would open.

And then this door did, indeed, open.





**EXPLAINING OPERATION** with diagram, Dr. Cooper shows the author site of brain's thalamus.

## 'I wanted to face it right away'

*Continuing her narrative, Miss Bourke-White tells of submitting to a brain operation in hopes of arresting the disease.*

**L**AST summer I learned that a young surgeon, Dr. Irving S. Cooper of New York University and St. Barnabus Hospital, had made an exciting discovery seven years previously while operating on a middle-aged man with Parkinsonism. Dr. Cooper had expected—because then it was all that surgeons could expect—to relieve his patient's trembling only at the terrible cost of replacing it with semiparalysis. But a small artery in the man's brain suddenly hemorrhaged. Dr. Cooper tied off the artery, thus cutting the blood supply to an area deep in the brain tissue called the thalamus. Next day to his amazement the man's tremors ceased and his limbs functioned normally.

With this clue to work on, Dr. Cooper began an intensive study of the nerve centers in the brain that seem to govern Parkinsonism. He has refined his technique until now, after more than 1,000 operations, he can expect genuine improvement in 80% of his patients. His method is to deaden permanently a part of the thalamus by an injection of tiny drops of alcohol. Such surgery cannot aid all Parkinsonians since age and physical condition are limiting factors. Few over 65 can qualify, but for many in a lower age group it can hold out hope.

I redoubled my exercising, determined to bring to the operation the strongest body I could make. Some medical opinion goes contrary to Dr. Cooper, holding that surgery for Parkinsonians should be used only as a last resort, usually when the patient is old and almost bedridden. But Dr. Cooper feels that the cases should be caught early, while the sufferer is still strong. I agreed. I could not wait on the



**RESEARCHING HER CASE.** Miss Bourke-White insists on learning all details from Dr. Cooper (left)

and Dr. Manuel Riklan, interviews them as though on journalistic assignment. "I realized I had been

sidelines for a shambling old age. I wanted to face it while I was as strong as possible. I was playing to win.

This was my first operation, and it never occurred to me I would not walk to it under my own steam. When the morning arrived I found myself flat on my back with the long, narrow corridor ceiling sweeping over me. I had a childish urge to catch at something to slow me down. And then I realized: I am in it now. I have made the decision, and there is nothing more to think about.

The ceilings stopped racing and an X-ray technician came and stood at my side. He chatted with me and asked, as people do: "What distant part of the globe are you going to next?"

I was thinking of another "globe," much smaller, and of the very personal and remarkable journey that was about to begin inside it.

Dr. Cooper came and the operation began. A local anesthetic is used so that surgeons can keep checking on the patient's reactions. I was conscious all during the operation and I was glad of it. I heard a grinding noise and thought it sounded like someone sawing into limestone. The surgeon was making a hole the size of a dime in my skull. (Absurd as it sounds, I found myself thinking it was not such a bad time to have one's head shaved—wigs are all the rage!) As the team worked I knew they were probing slowly, carefully toward the thalamus, the troublemaker. And they talked to me. They knew my nicknames.

Maggie, can you raise your arm?

Now clench your fist, Peggy.

They tested constantly for flexibility in my wrist and mobility in my fingers. I never knew so much hand-holding could go on during an operation, but it was strangely comfortu g





through one of the greatest adventures of my life," she explains. "The patient's world was for me a

new world. Experiencing surgery was like going on a new assignment." By then interested in the sur-

gery used on her two weeks earlier, she asked if she could watch a similar operation (next page).

I do not know what phase the operation had reached when I was suddenly aware of an extraordinary feeling. I just knew the doctors were doing the right thing. I could tell by a kind of inner harmony, almost an ecstasy. And soon, answering my instinctive thoughts, Dr. Cooper was saying, "Maggie, everything's fine."

#### New joy in motion

**A**T that instant I wanted terribly to take a deep breath. I was floating in a dream world, suspended, hesitating to move even a fraction without instructions—and the breath hovered, light as a bird's wing. Then I accepted the gift and breathed deeply.

The next few weeks were one continuous Christmas, every second or third day bringing its own gift. First, my left arm swung and swung and swung from the socket as if it

wanted to take off on its own, like an animated baseball bat. Then my back began to straighten up as the iron-stiff muscle bands gradually freed themselves. Walking again became a happy thing; I had always known it could be a pleasure, but in the long months of my illness it had been such an effort that rhythm and joy of motion had been forgotten.

Not all the gifts were pleasant ones. There was an invisible magnet which seemed to be dragging my hands down to earth. In retrospect I think this downward drag was a reaction to the spectacular release which had freed me, but at moments I lay in my criblike hospital bed fighting off grief and fright. The worst sensation was that a floating chunk of fog, about the size of a suitcase, seemed to block my arms. When I found this slab of fog a barricade between me and my typewriter, I was bitterly disappointed.

What was happening was that the cells and fibers in my brain were slowly readjusting from the effects of the operation. I did not know this then, but I did know from my long months of physical therapy that if I kept hammering doggedly at one difficulty, time would reward me, and that a day or so later I would find serenity in a small success, a small but increased ability.

Then came a morning when I was given, as usual, a fresh hospital gown to put on and I discovered that without even thinking I had tied the little laces at the back of my neck. A friend came to take me for an outing in her car and before I realized it I had opened the door and jumped in. In the days which I now thought of as B.C. before Cooper—it might have taken me half a morning to tie those laces, and it surely would have taken two strong-armed friends to help me into that car.





"I WATCHED FASCINATED," says Miss Burke White of her feelings *there*—when Dr. Cooper let her watch an operation like this. "I stood in the small room where a few weeks before my state had been given back to me, and I watched the hands of the surgeon, even the trembling hands of the patient."



INDOMITABLE FIGHT CONTINUED

## 'I watched a magic



← "THEY OPENED HIS SKULL and removed some brain fluid with a special instrument and a cotton swab (center, left). Then Dr. Cooper inserted a long, hollow tube through the skull hole deep into the thalamus. This tube had a tiny balloon in its tip which he inflated slowly, watching the patient's sinking pupils."



moment. His hand stopped trembling'



PLEASE OBSERVE  
SILENCE  
During THE OP  
THE PATIENT IS

"I REACHED FOR HIS HAND, quite impulsively, when suddenly it stopped trembling. The balloon's pressure had reached the right spot in the man's brain. His once-rigid fingers were now relaxed, his hand steady for the first time in 10 years. Dr. Cooper asked him to make a fist, then open it. The fingers closed

and opened easily. "God bless you, Dr. Cooper," the man said. "For me this was a magic moment. I knew that in a few days, after the surgeon had decadened the area located by the balloon, this man would be up and about, his tremors relieved. I never met the man, or heard his name, but I shared with him a miracle."





**ATANGO** is mastered at dance studio where she went daily to improve her coordination.

## INDOMITABLE FIGHT CONTINUED



**DEEP KNEE-BENDS**, accomplished with encouragement of Therapist Jack Hofkosh, maintain her muscle tone and balance.



**BALL GAME** in which she tosses, catches heavy ball helps to stretch her arm muscles.

# 'The world is beating at my windows'

*Today, working diligently to consolidate the gains she has won through her recent operation, Miss Bourke-White has words of caution, as well as encouragement, for other victims of Parkinson's disease.*

**D**R. COOPER sent me back to the Institute to complete my rehabilitation, and my procession up the corridors there felt to me like a welcoming parade up Broadway. The therapists, doctors and elevator

boys ran after me as I walked heel-toe, heel-toe with arms swinging like a metronome, and there was Jack Hofkosh waiting for me with a beaming face. At the Institute I was again stretched and flexed. I lifted weights. I learned to tango and do a cha-cha-cha.

About that time I met Donald Grazier, who also was battling to win over his typewriter keys. From birth, Donald had malformed arms too short to reach the typewriter keys—but one weekend he typed 17 flawless pages of a

thesis for a fellow student. I thought of an old saying: "I cried because I had no shoes, and then I saw a man who had no feet." And I kept banging away at the typewriter keys, and finally conquered them. My fingers remembered old movements, and the fogbank before my eyes slowly floated away.

Today the illness that has drained all the good from millions of lives is being attacked on many fronts by medical science. Certain drugs bring relief, even if temporary, to some patients, and surgery such as that of Dr. Cooper and other brilliant experimenters may in time restore many of us to active lives. Much of it is new, and much is hedged with qualifications so that it cannot guarantee improvement. And there have been a few tragic cases in which brain operations have impaired patients almost beyond any chance of normal lives.

Even today, at my home in Connecticut, I keep reminding myself dutifully of Dr. Cooper's sober warning that although he had relieved Parkinsonism in my left side, my right side was also lightly involved and that this may some day require a second operation. No one can say with certainty how the disease starts or stops, how slowly or how swiftly it progresses; doctors agree that my best insurance is to keep up my resolute exercising every day. But nowadays my fingers are more and more often loading my cameras, changing their lenses, and turning their winding buttons as I practice the simple blessed business of living and working again. For me—and for hundreds like me—the light is falling into dark places, the world is beating at my windows.



**"LESSON IN COURAGE,"** says Miss Bourke-White of this day when, as she forced her fingers

to type again, she watched disabled Donald Grazier tapping out manuscript with stick held in mouth.

**"PROOF OF PROGRESS,"** the author states, —▶  
"is that at long last I again can load my camera."







# STAR ATTORNEY FOR THE

Edward Bennett Williams, today's great mouthpiece, guards men like Hoffa

by PAUL O'NEIL

*LIFE Staff Writer*

**A** CRIMINAL lawyer, like a trapeze performer, is seldom more than one slip from an awful fall, and because he must swing rascals away from the clutches of the law to get top billing, he is eternally pinned in the hot arc-light of controversy. If he drops his client in mid-air, he is damned for clumsiness. If he slides the sinner down a guy wire near the exits, he is absolutely certain to be booed by those in the audience who feel the miscreant will get home ahead of them and steal the silverware. If he grows reckless in his zeal to win, he may learn, too late, that no splints yet invented will heal a lawyer's broken reputation. But to Washington's handsome young Edward Bennett Williams—the country's hottest criminal lawyer, currently best known as general counsel of the Teamsters Union—risk and turmoil only seem to accentuate the intoxication of balancing grandly above the rumbling arena.

No trial lawyer in decades has burst so dramatically to prominence in the courtroom or set off such an astonished murmuring in the streets outside. At 39, Williams has not only removed a startling list of controversial clients from the custody of the Department of Justice but has reaffirmed the fact, half forgotten by the U.S. public, that The Attorney for the Defense is a classic American figure. A certain atmosphere, a certain climate is necessary if The Defender is to bloom.

Prohibition, the gaudy adolescence of modern Los Angeles and the lost causes of early labor unions provided this climate for the last of the celebrated prototypes: New York's William ("The Great Mouthpiece") Fallon, California's Earl Rogers, and the saintly Clarence Darrow. But Repeal, the Wagner Act, and finally World War II altered the national mood. J. Edgar Hoover, aided by the press, movies, radio and eventually television, instituted public glorification of the brave and clean-cut FBI Man and the godlike District Attorney. Edward Bennett Williams, impelled by ambition, competitiveness and an undeniable if inexact

## GALLERY OF WELL-KNOWN

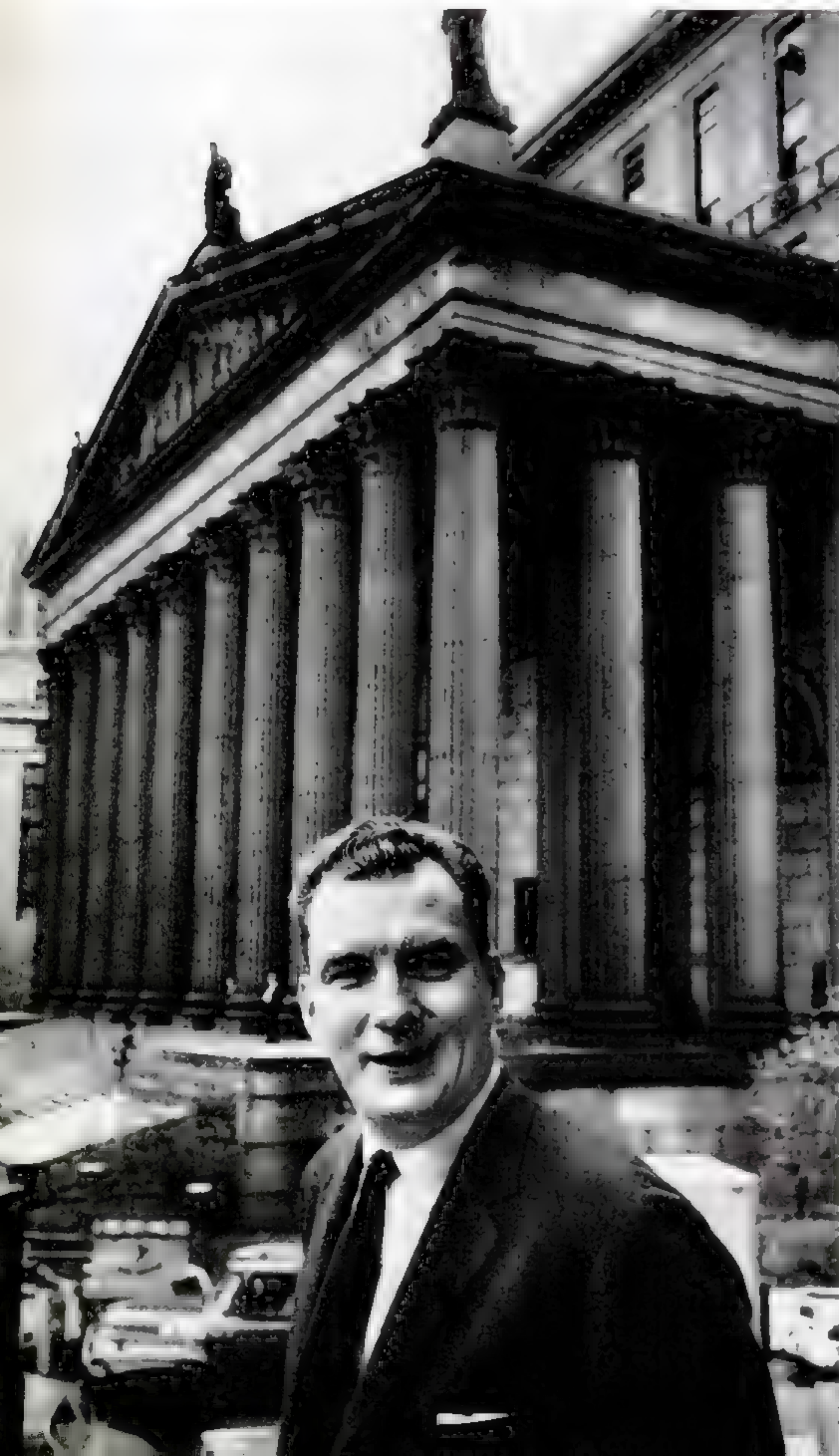


ROBERT ROSSEN



SENATOR McCARTHY

← **THE DEFENDER**, shown in front of New York City courthouse, has defended people above from various





# DEFENSE

## from clutches of the law

metered instinct for crusading, has had the temerity to engineer a sort of one-man reaction against this trend. In so doing, he has taken shrewd advantage of the changing times.

Fashions in crime differ from era to era, and most of the cases Williams handles are so peculiar to the present that he sometimes appears to be a new sort of criminal lawyer. He seldom concerns himself with safecrackers, counterfeiters, jewel thieves and others devoted to the historic manifestations of crime. The rare murder case he accepts usually involves some application of psychiatry to the law. Most of his clients are big shots entangled in income tax difficulties, labor leaders subject to the temptations of big-money unionism, people being investigated by congressional committees and politicians in highly publicized embarrassments peculiar to their calling. In defending them, Williams usually manages to suggest that the government, in its righteous zeal, has taken to harassing rather than protecting the citizenry.

### No sign of abashment

It is Williams' contention, voiced without the slightest sign of abashment, that the redoubtable J. Edgar is just another cop, that district attorneys are fully capable of skulduggery, that grand jury panels are their lackeys, that congressional investigating committees often profane the Constitution, and that public enemies not only have rights but may even be regarded as instruments of freedom—hangdog guinea pigs provided by a wise creator for laboratory tests of the laws which protect us all. It would be exaggeration to say that Williams has the Bill of Rights tattooed on the chests of all his clients, but few juries hear him without having an opportunity to regard themselves as defenders of the Republic and to consider the peril implicit in the slightest abrasion of constitutional rights.

It is an impressive performance. By common consent of both his friends and his enemies Williams has one of the brightest and most ingenious legal minds now operative, and he seldom tries a case without attracting a gallery of curious and admiring attorneys. Both his mind and



## WHAT HOFFA THINKS OF WILLIAMS

*The hell with all that book law. You can hire any lawyer to read law books, but Ed Bennett Williams has enough imagination and*

*interest to win even when everything indicates that you won't. Ed takes a case to win. James Hoffa, above right, with Williams*

his manner, moreover, make a profound impression on the layman: Williams bears little outward resemblance to the ranting criminal lawyer so often portrayed on the stage and screen.

He is a big, tall man (6 feet, 1 inch; 204 pounds) who wears quiet, faultlessly tailored clothes of an Ivy League cut, has wavy brown hair, penetrating gray-green eyes and the "noble brow" of Victorian literature. He has a wonderful air of confidence and calm, and even when pacing before a jury box he tends to talk with a disarming and persuasive matter-of-factness. The sardonic aside, the impassioned cry come, if he uses them, with masterly timing. Like most good trial lawyers, past or present, he has an actor's gift of communicating emotion, but he never reveals the workman's satisfaction he feels at the sight of a tear trembling and glistening on a juror's cheek.

This equipment, so gravely and politely revealed in the courtroom, has been employed with a sort of calculated recklessness on behalf of people so notorious and causes so controversial that many an attorney would never touch them at all.

It was Williams who beat the government's bribery case against Jimmy Hoffa, and it is Williams—as general counsel of the Teamsters—

who now sits at Jimmy's side during congressional hearings. It was Williams who represented Joe McCarthy in the Senate censure hearings, and Dave Beck before the Senate rackets committee; Williams who kept *Confidential* magazine from being barred from the mails, and who removed former OSS Lieut. Aldo Icardi from the reach of the U.S. law, even though *in absentia* he had been convicted of murder by an Italian court; Williams who got Frank Costello out of prison for a pleasant 20 months in the midst of a five-year rap for income tax evasion.

Like every criminal lawyer, Williams eternally faces odds of 9 to 1 (nine of every 10 defendants in federal criminal action are convicted), but few attorneys are as adept at sensing the particular approach which might lead the sinner to salvation. From coast to coast Williams is now considered the magic mouthpiece, the man who can get you out of bad trouble.

"I've had 40 lawyers," says Frank Costello in hoarse adulation. "But Ed's the champ. Ed's the champ. It's like throwing dice. Man throws the six, he can't pay off. Ed makes the point. Ed makes the point." Jimmy Hoffa, another admirer, says, "Ed takes a case to win, not just for the fee. How many lawyers do you think would have taken my bribery case?"

CONTINUED

## WILLIAMS CLIENTS



ROBERT HARRISON



ALDO ICARDI



FRANK COSTELLO



DAVE BECK



ADAM CLAYTON POWELL



BERNARD GOLDFINE

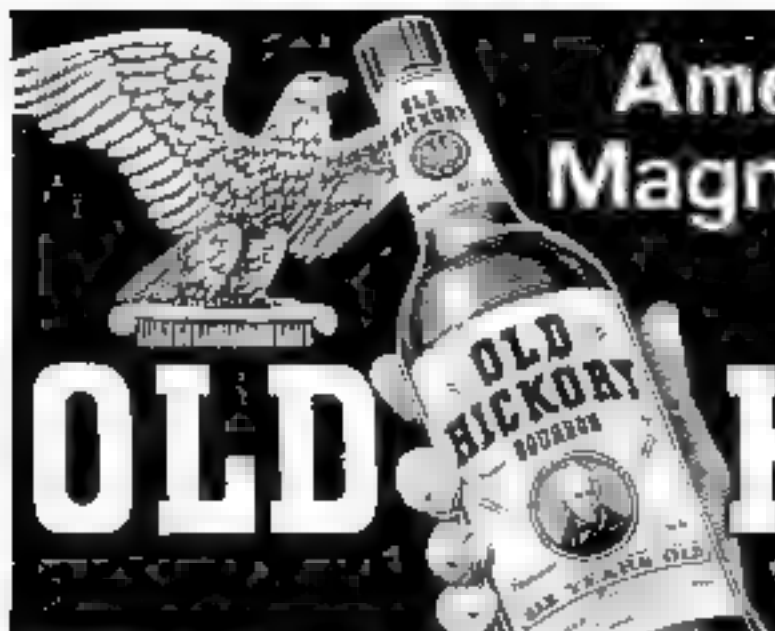
charges or actions: Movie Producer Rossen, contempt of Congress; McCarthy, Senate censure, Harrison from

having his magazine, *Confidential*, barred from mails; Icardi, perjury; Costello, deportation and income tax

evasion; Berk, mishandling union funds; Rep. Powell, income tax evasion, Goldfine, contempt of Congress.



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**AS BECK'S DEFENDER**, Williams represented former Teamster chief at McClellan hearings. Here client and attorney take breather in Senate corridor.

**HOFFA'S LAWYER** CONTINUED

The rewards of success—even though many consider it a *succès de scandale*—are heady. Williams earns from \$150,000 to \$200,000 a year. He lives with his three children (his wife died recently) in a low, handsome, brick-redwood-and-fieldstone house in Maryland's suburban Tulip Hill. He uses airplanes like trolley cars to shuttle between Washington, New York and Los Angeles.

His high-keyed, high-speed life sometimes leaves him numb with exhaustion, but it is exhilarating in the extreme. Harvard, Yale and Princeton ask him to lecture. When West Germany decided to institute a new criminal code, Williams was invited to give his counsel and spent a summer at the University of Frankfurt addressing attorneys. Ed Murrow has interviewed him on *Person to Person*. When he eats lunch at Washington's swank Metropolitan Club, he can expect a friendly smile from Dean Acheson, a slap on the back from Columnist David Lawrence and a companionable chat with Senator Stuart Symington.

He has become, both in New York and Los Angeles, a sort of celebrity's celebrity, is a minor Broadway angel and gets the big hello from Manhattan politicians. Helen Hayes and Bea Lillie are among his admirers, and both Faye Emerson and Zsa Zsa Gabor invite him to their parties. His particular pals are ex-Yankee Outfielder Joe DiMaggio, Television Commentator John Daly and Hearst Columnist Bob Considine. Between cases he goes to fights or baseball games with these pals or sits up half the night drinking Scotch in their company at Toots Shor's restaurant.

But though Williams has won acclaim, influence and the large and stimulating life, he has done so by wading hip-deep in combers of acrimony. No criminal lawyer ever born has pursued his calling without becoming the target of passionate animosities and without being suspected (sometimes with good reason) of being the partisan as well as the defender of thieves and schlemihls. Increasing coveys of the congenitally alarmed react to Williams as though he were simply wandering the corridors of the nation's jails with a passkey, releasing those of the inmates capable of paying the necessary fee.

There are government attorneys in Washington whose voices literally tremble with the effort they must make to maintain a reasonable tone in damning him—especially for his conduct of the Hoffa bribery trial. As a counsel for the Teamsters Union, he has been the spokesman for Hoffa's displeasure with the three monitors appointed by a Federal judge to supervise union affairs, although Williams himself sponsored the system in the first place as a means of getting Jimmy seated as president. "That curly-haired

— Edward Bennett Williams," roars dissident New York Teamster Frank ("Pat") Kennedy, "is the biggest liar the world has ever seen. He ain't told the truth since Christ left Chicago!"

Williams reacts to such uproar with an engaging and sardonic humor. At times it is difficult not to feel that he finds a kind of satisfaction in controversy. But if he is a bold and, at times,



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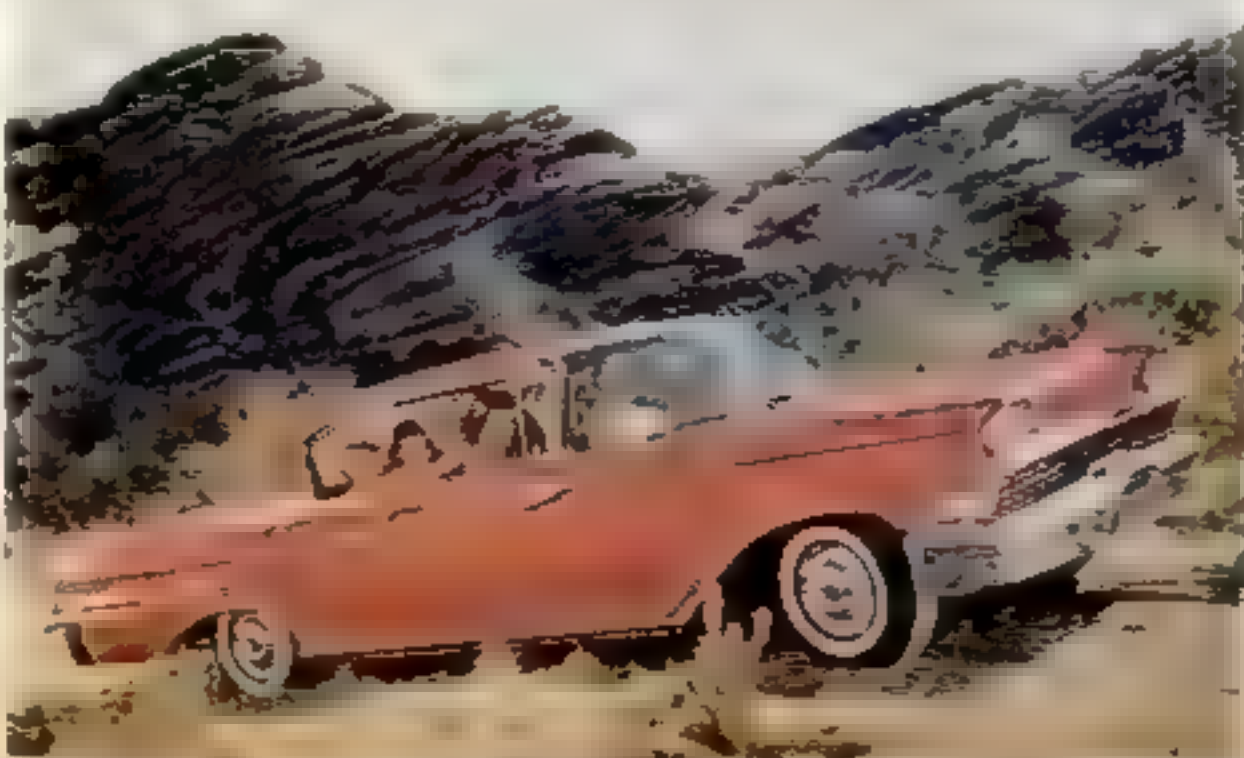


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WITH SPORTING PALS Joe DiMaggio (left) and Toots Shor, Williams takes a phone call at the table while having lunch at Shor's New York restaurant.

## HOFFA'S LAWYER CONTINUED

exceedingly headstrong man, he is also studious, painstaking and oddly conservative. It is doubtful that any lawyer slaves more feverishly in preparing cases, or is so stubbornly resolved that no smallest detail of trial be left to chance.

He has always been painstaking. As a schoolboy in Hartford, Conn. he was an absolute paragon. He was a poor boy, the only child of a floorwalker at the Brown-Thomson department store. Nevertheless, in an era when most kids wore sweaters to class, he always appeared at Bulkeley High School in jacket and necktie. He was polite. He was prompt: when his mother leaned out the double front doors of their old-fashioned frame house and blew a police whistle, he came home to dinner immediately. He worked after school. He was a brilliant student. But he was also a good dancer, a courageous if skinny and inefficient athlete (he ran the mile in 5:10), a boy who could make other kids laugh whenever he felt like it and one who enjoyed an all-encompassing popularity: he was president of the Student Council, editor of the school paper and of the senior class book, treasurer of the Honor Society and winner of the Mrs. Lewis Rose English Prize.

His father was laid off during the Depression, and Ed all but abandoned his hopes of going to college. But Miss Jane Dargan, vice principal of Bulkeley High, got him a scholarship at Holy Cross, the rigidly disciplined Jesuit college at Worcester, Mass. After four years of ferocious application he was graduated *summa cum laude* and voted the most learned man of the class of 1941. "I guess I do everything in excess," he says. "I went on a study kick for four years." But he was true to his instinct for the limelight too. He became a star debater and, with another glib youth, racked up an unbroken string of victories against eastern colleges. "We always tried to figure out gimmicks—something to throw the other fellow off stride," he says. "It was exciting."

His approach to the study of law at Washington's Georgetown University was much more casual, perhaps because of a two-year interim in the Army Air Forces. He rushed off to enlist as an aviation cadet a few days after Pearl Harbor, crashed a training plane, was hauled off to a hospital and was eventually discharged because of a bad back injury and recurring difficulty with vision. A civilian again, he was bored by classwork and made a practice of wandering into the U.S. courthouse to sit through trials. "I watched bad lawyers," he says. "I learned a lot from their mistakes."

Sniffing the atmosphere of combat in the courtroom, he decided he had to be a trial lawyer. He was stirred by the conviction that "the scorned, the degraded and the unpopular" deserved better counsel, under the Sixth Amendment, than "those plumbers" who so often represent them. He was on his way to the legal wars while still a student. Hogan & Hartson, the capital's second biggest law firm, asked Georgetown to recommend a good young trial lawyer. Ed Williams was suggested, even though he had another year to spend in school. After a period of rather startled consideration, the firm took him on as a sort of apprentice and seated him as an observer at its counsel table.

He began trying cases as soon as he passed the bar exam ("It's

CONTINUED

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## HOFFA'S LAWYER CONTINUED

like a Wassermann test: it doesn't mean much if you pass it, but you're in awful trouble if you don't") and simultaneously, despite his tender years, began teaching a course in criminal law at Georgetown. For five years he defended Hogan & Hartson clients (one of the biggest: Washington's transit system) against damage claims. He virtually lived in court—and with that curious multi-minded and inscrutable phenomenon, the jury. He often handled a case a day; the mechanics of trial became second nature to him and he made innumerable rude but practical discoveries about his trade.

Hogan & Hartson, among other big clients, represented breweries. In times of labor trouble empty beer bottles were sometimes improperly washed, and mice, attracted by the smell of yeast, climbed into them and died. When these rodent sarcophagi (or, one might say, beer bottles) were refilled and sold again, they became, to the knowing, as valuable as uranium. When a lucky beer drinker came into court with a defunct mouse in a bottle, complaining of indigestion and crying for justice, the attorney for the defense was wise to follow one rough rule of thumb: if the jury kept its collective breakfast down after viewing the evidence, it was well to fight, but if even one juror threw up, a big award was almost certain and a quick out-of-court settlement was indicated.

More important, in these early years, Williams sharpened the counter-puncher's instincts necessary in that most difficult of trial techniques, cross-examination. "It is," he says, "the art of putting a bridle on a witness who has been called to do you harm, and of controlling him so well that he helps you. You must think of him as a man with a knife in his hand who is out to stab you, and you must feel your way with him as if you were in a dark room together. You must move with him, roll with him. You must never explore or experiment during cross-examination. You must never ask a question if you do not already know the answer. If you do know it and the witness refuses to say what you know, you can slaughter him. Otherwise he may slaughter you. Never attack points that are unassailable. And if you hit a telling shot, try not to let the witness know it. Keep quiet and go on. The time to dramatize it to the jury is during your closing argument."

### A search for dragons

If he had stayed at Hogan & Hartson, Williams might very well, in due and ponderous course, have become its senior partner. He not only had talent and ambition but a certain leverage: Dorothy Guider, the girl he married, was the boss's daughter. But sure thing or not, Williams was tired of negligence cases and hungry for larger adventures. He quit, hung out a shingle for himself and stepped into the arena looking for dragons to protect.

A good many of the early dragons were rather small and scaly, but he labored marvelously in their behalf, usually less fascinated with the defendant than with the law involved. He was, and still is, inclined to treat clients with aloofness. "I have only two things to say to them: 'Tell me the truth, and understand right now that I am going to have dictatorial power in running this case.' They all want me to hold their hands. I'm sorry for them. But I've got no business babying them when I ought to be out working for them."

Williams slaved. In getting one bedraggled stick-up man out of jail he demanded—and achieved—a new interpretation of Washington's insanity laws. Williams also obeyed his own instinct for audacity. In the process he saved the neck of a Washington Negro who was charged with murdering and robbing a 72-year-old white woman. The Negro's denial was based on a completely unbelievable explanation but he stuck doggedly to it. Tiring of argument with him, Williams became fascinated with the defendant's truly monumental stupidity. "I'd give him a cigaret, light it for him, and then say, 'Now what's my name?' He'd say, 'I know it . . . I know it . . . but I just can't think of it.'" Williams decided to put his client's impressive knothheadedness to use and gambled on a theory he had encountered while reading about criminal psychotics: the lower a man's mental level, the more likely he is to believe his self-delusions to be facts. Williams took two psychiatrists to the hospital ward in which the Negro was held, had him shot full of truth serum and asked him, once more, to tell what happened on the night of the murder. "He told the same story all over again. He went to prison for robbery, but after the psychiatrists testified, the jury refused to convict him of murder."

Williams soon made bigger news. In 1953 he conducted the first successful libel action ever brought against Columnist Drew Pearson and got a \$50,000 judgment for his client, former Assistant Attorney General Norman Littell. It was a sensational case, for in making the point on which victory turned, Williams blandly produced some secret documents which had obviously been removed





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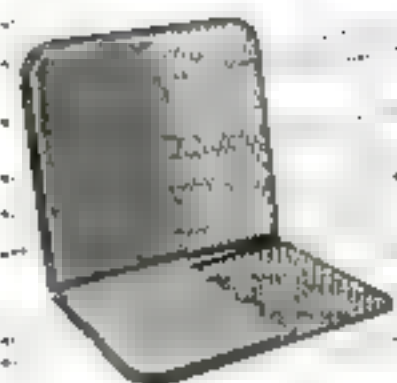


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**ACCUSER AND ACCUSED**, John Cye Cheasty (left) and James Hoffa shake hands at Senate hearings after Hoffa, with Williams defending, had been acquitted of Cheasty's charge (p. 121) that he had tried to buy committee secrets.

### HOFFA'S LAWYER CONTINUED

from the files of the Department of Justice. The day after the trial two FBI men—"a couple of fellows with snap-brim hats and affidavit faces"—called on him and suggested that he was in trouble with the law. "They wanted to know who had passed us the documents. I said, 'Harry Truman.' They just turned and walked out. I'll bet Pearson doesn't know to this day what happened. You see, the President hated him, but he admired and trusted Littell, so he got the papers for us just before he left office."

As his reputation and momentum grew, Williams charged that "too many leaders of our trial bar run for the nearest exits if they are asked to defend unpopular causes." He took the opposite attitude, and if he did not exactly jostle forward through the fleeing throng, snapping his fingers and holding up a sign marked "Expert Counsel Available," he did attract a number of big and controversial supplicants and, with them, big fees and big headlines.

He leaped to the defense with a myopic singlemindedness. When a gunman's bullet grazed Frank Costello in Manhattan two years ago, Williams started for New York almost by reflex to be at his client's side. (He demanded: "Who in hell shot you, Frank?" Croaked Costello with injured dignity: "Did McKinley know who shot him?") Williams was genuinely appalled by the legal difficulties Costello had accumulated before becoming his client. "If he'd taken the Fifth every time somebody asked him a question he'd never have served a day in jail. But he had a psychiatrist friend who advised him that confession was good for the soul. Now he's an old man doing his time 60 seconds to the minute, 60 minutes to the hour." Williams' espousal of Costello's rights led him to the discovery that the government had stooped to disgraceful monkey business in convicting the old rumrunner of income tax evasion: the U.S. Attorney had secretly inspected the tax returns of 150 prospective jurors to get a line on their economic worth and probable social attitudes. "They didn't want a blue-ribbon jury," Williams said. "They wanted a gold-plated one."

Like every trial lawyer Williams lost his share of cases, but he won big ones and often won them spectacularly. He airily deprived the government of its whole \$300,000 case and the use of 18 witnesses imported from Italy when he defended Aldo Icardi, the former OSS lieutenant convicted of murder by an Italian court. The perjury charge against Icardi (the U.S. had no jurisdictional means of trying him for murder) was based on testimony that the defendant had willingly given before a congressional subcommittee. Williams became convinced of his client's innocence after going to Italy to interview ex-Communist partisans, but he had almost no witnesses. He attacked from the flank before the government could make a move. He asked and was granted a mistrial simply by arguing that Congress had usurped the function of a committing magistrate—or, in effect, of the judiciary—in questioning

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## HOFFA'S LAWYER CONTINUED

his client. But if this sort of performance dazzled the bar and provided Williams with an increasingly heady existence, it also subjected him to enormous and growing pressures.

A big-time trial lawyer lives by victory. He must risk his reputation in full view of the public. The man who launches himself on tides of controversy may be carried toward rocks he cannot anticipate—he must sometimes risk the rocks or be nothing.

To the most dedicated of lawyers the ritual of trial is, at least in part, a game, a battle of wits and wills with opposing counsel in which the defendant tends to be regarded as a pawn. It is a game with rules, but the rules are complex and are sometimes difficult of both application and enforcement. "It is not up to me to make a judgment on the rectitude of my client's position," says the defender. "That is the function of the court. It is my duty to defend him." But where does counsel's duty to his client cease and a larger duty to society begin? How far can he go in the battle with his antagonist, the prosecutor? Often he must find the answer in his own heart, and the search is difficult.

Williams broods about the pressures of his life. He says, doggedly: "The odds say you can't win them all. But at the same time I'm always expected to win. I talk to Joe DiMaggio about it. It was the same with him. They expected a hit every time he went to the plate. He tried. So do I. I try to be guided by the ethics I was taught by the Jesuits. A trial is like a war. There is no time for rule by committee. One man must make every decision, sometimes in only a second." In his involvement with Jimmy Hoffa, Williams has made some decisions for which he has been bitterly criticized.

For pressure, tension and a head-butting belligerency on both sides, no recent trial quite equals the government's attempt, in the summer of 1957, to put Hoffa behind prison bars for bribery. The case had its beginnings when a New York lawyer and investigator named John Cye Cheasty went to the Senate rackets committee with a startling tale: Hoffa had given him \$1,000 (nine \$100 bills and two \$50s) and had agreed to pay him still more if Cheasty got a job with the committee and acted as a spy. As proof of goodwill, Cheasty turned over seven of the \$100 bills, explaining that he had spent \$300 on his way from Detroit to Washington to turn Jimmy in. The committee instructed him to make a date to see Hoffa again, this time in Washington.

On the evening of March 12, FBI men searched John Cheasty's clothes (and even inspected his mouth and rectum) to assure themselves that he carried no hidden money. Then he was given documents relating to the investigation of Dave Beck to use as bait and sent off in a cab driven by another FBI man to keep his rendezvous with the Detroit labor chieftain. Hoffa joined him in the cab at an appointed corner, and both men rode for a few blocks in complete silence. Both then got out. Cheasty handed over the papers, and Hoffa shook his hand. When Cheasty got back into the cab, he had \$2,000 in big bills in his palm.

### A festive arraignment

HOFFA was arrested the next evening at the Dupont Plaza hotel. The government case looked positively splendid. There was an almost festive air about the midnight arraignment. Committee Counsel Bob Kennedy arrived ("Why hello, Bobsy-bob," said Hoffa, spotting him) with his wife, who knitted placidly during the proceedings. Certain that their bird was inextricably snared and hot to prevent his election as president of the Teamsters, the government rushed the case to trial.

When the veniremen were questioned, the defense (led by Williams) used all but one of its 16 challenges to reject white males and, largely as a result of this strategy, the Hoffa case was tried before a predominantly Negro (8 to 4) jury. The court soon became aware of attempts to play on the prejudices of this majority. A full page advertisement which suggested that Cheasty was anti-Negro appeared in the Washington *Afro-American*—quite obviously on the theory that some Negro jurors were readers of the paper. The judge thereupon locked up the jury for the duration of the trial, but during the noon recess, a few days later, former Heavyweight Champion Joe Louis entered the courtroom to "see what they're doing to my good friend Jimmy Hoffa." He took an aisle seat. After the jurors were in their places, Hoffa walked in and laid a friendly hand on Louis' shoulder. It was seized and pressed by the right which had demolished Max Schmeling, and the two engaged in animated conversation.

Williams now denies having had any knowledge at all of these crude by-plays, and the bitterness of the government's attorneys (who hurriedly seated a Negro attorney at their own table after Louis' appearance) are willing to believe him. But this is not to

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## HOFFA'S LAWYER CONTINUED

say that Williams, with the case supposedly lost, did not attempt to stir up racial prejudice himself.

He prepared for the moment by asking Cheasty, who had previously worked as an investigator in Florida, whether he had used "many" assumed names.

"Let's not put the word 'many' in there," said Cheasty. "I have used fictitious names before . . . yes, sir . . ."

"Well," said Williams, suddenly, "when you were employed by the city of Tallahassee to investigate the National Association for the Advancement of Colored People . . ."

He was instantly cut off by the cry, "Objection!" The implication, however, had been made—and it was unwarranted. After a burst of ill-tempered argument Cheasty was permitted to say just what he had done in Tallahassee. "I went down there as John Cye Cheasty. The N.A.A.C.P. had nothing to do with the Tallahassee boycott. I talked to the leaders on both sides . . . of this whole dog-gone bus strike. . . . I recommended that they cut out the color line on buses down there . . . and put colored drivers on certain runs and treat them the same as white drivers. . . ."

If he was taken aback by the reaction to his question—which government attorneys considered the low blow of the trial—Williams did not show it. While the judge sputtered with astonishment he calmly moved for mistrial because of "the inflammatory statement that came out of this witness's mouth. . . ."

Ironically enough, jurors said later, most of this went relatively unnoticed amid the month-long drama of the trial and did not influence the eventual verdict. Jurors, when polled by reporters, said they simply did not believe Cheasty's story about the bribery. Williams had done the trick by perfectly valid means: discrediting the government's key witness during a rigorous cross-examination and an emotional closing argument. "From this man's lips we learn that he lies," he cried in summation. "From this man's lips we learn that he deceives. From this man's lips we learn that he falsifies. What kind of man can lie while carrying the rosary, the symbol of truth, honesty and beauty. . . ."

## 'I'll buy him a parachute'

**B**OB KENNEDY, a vehement critic of Williams although the two had earlier been close friends and breakfast companions after Mass, had promised to "jump off the Capitol dome" if the case were lost. "I'll buy him a parachute," said Williams, in gleeful charity, after the verdict came in. But he had keyed himself to such a pitch that afterward he felt, for days, "as though I had the bends. I couldn't sleep. I went to movies and sat through double features and came out without knowing what I'd seen. I tried a drink—one was enough to make me dizzy."

This emotional letdown—which Williams experiences, although seldom so noticeably, after every big trial—was only the first aftereffect of the Hoffa case. In February 1958, although he had little real knowledge of Big Labor, he was elected general counsel of the Teamsters Union. He accepted. Few lawyers turn down \$50,000 a year, plus a big additional fee for every day in court, without thinking twice. He felt the job offered both excitement





**COURTROOM STYLE,** which has proved extraordinarily effective, is displayed by Williams. Handsome and well dressed, he appears to the jurors to be reasonable and matter-of-fact rather than flashy. Though Williams prefers understatement to histrionics, he is a master of dramatic effect and timing.

and opportunity, and despite the title it did not involve him in run-of-the-mine affairs of the Teamsters' legal department. Nevertheless, his decision appalled many of his friends and admirers, and subjected Williams to soul-trying dilemmas. As a defender of individual clients he had always demanded absolute command, and the detachment and personal freedom which went with it, but as a Teamster lawyer he became, in effect, the servant of Jimmy Hoffa.

He was influenced, in his decision, by Edward Cheyfitz. Cheyfitz, who died of a heart attack last month at the age of 45, was a small, red-haired, exquisitely tailored fellow who appeared so mild, so pleasant and so accommodating that he might have been taken for some wealthy dilettante of the arts. He was, in fact, a mathematician who turned Communist, spent two years in Russia, returned to the U.S., embraced capitalism, studied law and then engaged in "Marxian thinking for non-Marxian ends." He drew huge fees for "counseling" big industry while also inhabiting the inner circles of labor, and although he was never a member of the Teamsters Union, he was one of Jimmy Hoffa's closest advisers.



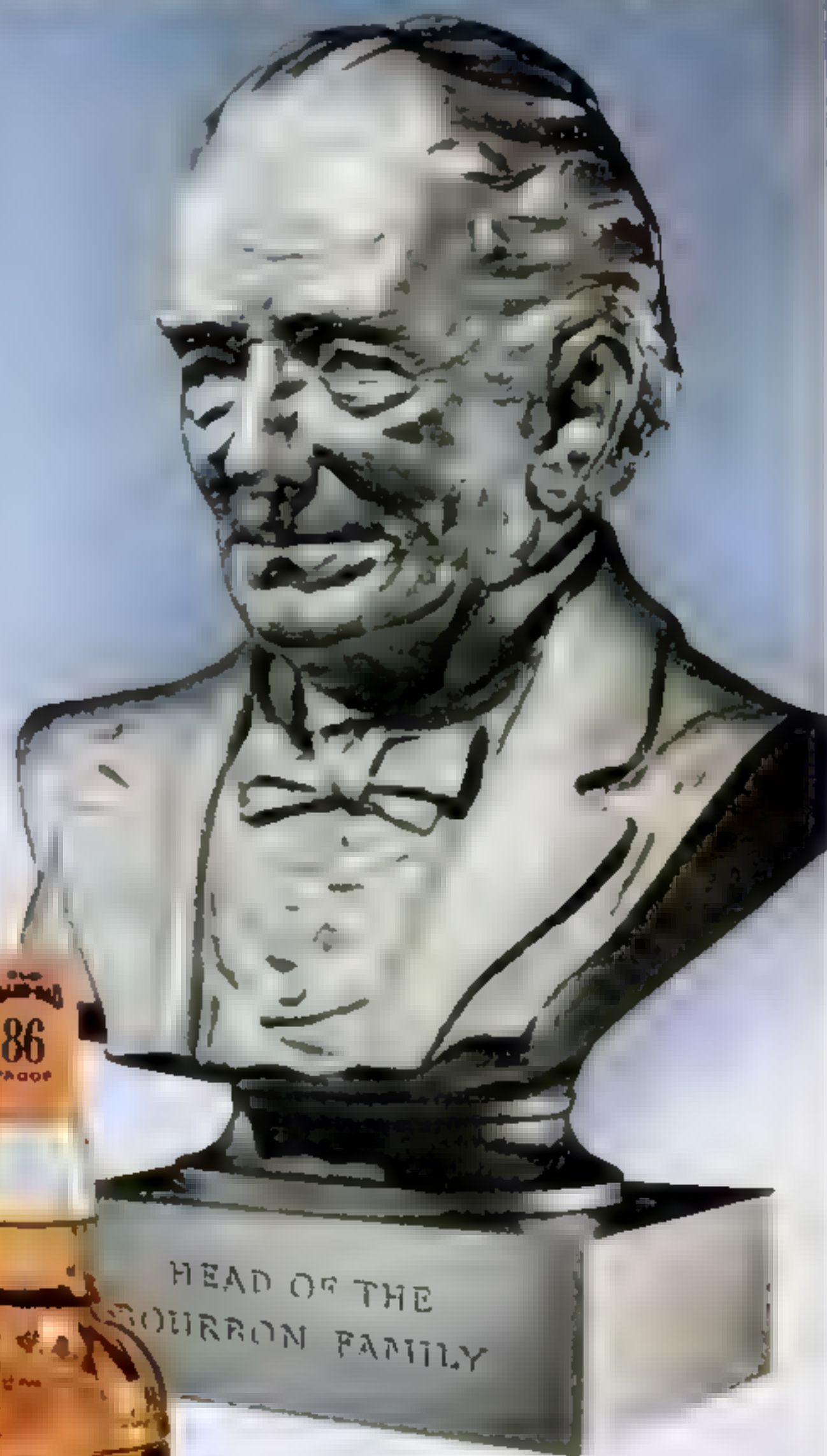
**MYSTERY AIDE** who shared office with Williams was Edward T. Cheyfitz, a Hoffa adviser, who died last month.

The exact relationship between Williams and Cheyfitz—beyond the fact that they were close personal friends and that each admired the other's mental agility—was one of Washington's best argued mysteries. One point, however, is clear. It was Cheyfitz who conceived, and Williams who advocated, the proposal by which Hoffa managed to get seated as president of the union after 13 dissident New York Teamsters accused him of rigging his election and got a court order which barred him from office. When Williams rose before Washington's U.S. Judge F. Dickinson Letts and announced that Hoffa would consent to supervision by three court-appointed "monitors," the dissidents consented to Hoffa's running the union. They have been sorely disappointed in the results, even though the monitors' authority was upheld in principle last week by the U.S. Court of Appeals. At first, Williams, too, seemed to have won a rather ironic victory.

Once enthroned, Hoffa began using Williams as an instrument to circumvent the monitors and, in effect, to avoid the reforms for which they clamored. It was not only a frustrating but unpleasant experience, and Williams had bitter differences with the union chief. In one set-to, Williams cried, "Don't yell at your attorneys, Jimmy! If it weren't for your attorneys, you wouldn't be here."

One day last autumn Williams grew so impassioned in an argument with Hoffa that he broke a blood vessel in his face. When he got home and discovered that one cheek was turning black, he decided that the game wasn't worth the candle. He felt duty bound, nevertheless, to conclude the considerable litigation he had undertaken on the union's behalf, and when the *Washington Daily News* predicted that he was about to resign, he refused either to confirm

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"My car had less power than a missile-fizzle!" the space scientist exploded.

## The day the missile-man almost blasted into orbit!

by Stony Jackson

### Scientist:

Don't make me do a countdown on you! I know what motor oil I want . . . and I won't take anything less.

### Attendant:

You sound as particular as all my other customers who appreciate top engine performance.

### Scientist:

For good reasons, too. My car engine used to act like a three-stage fizzle! It wheezed and snorted . . . wasted gas . . . needed tune-ups. Every time I took my car out of the garage, it was zero-hour! I know a lot about engines—but all I really needed to know was Pennzoil Motor Oil with Z-7.

### Attendant:

Right! Pennzoil is all anybody needs to

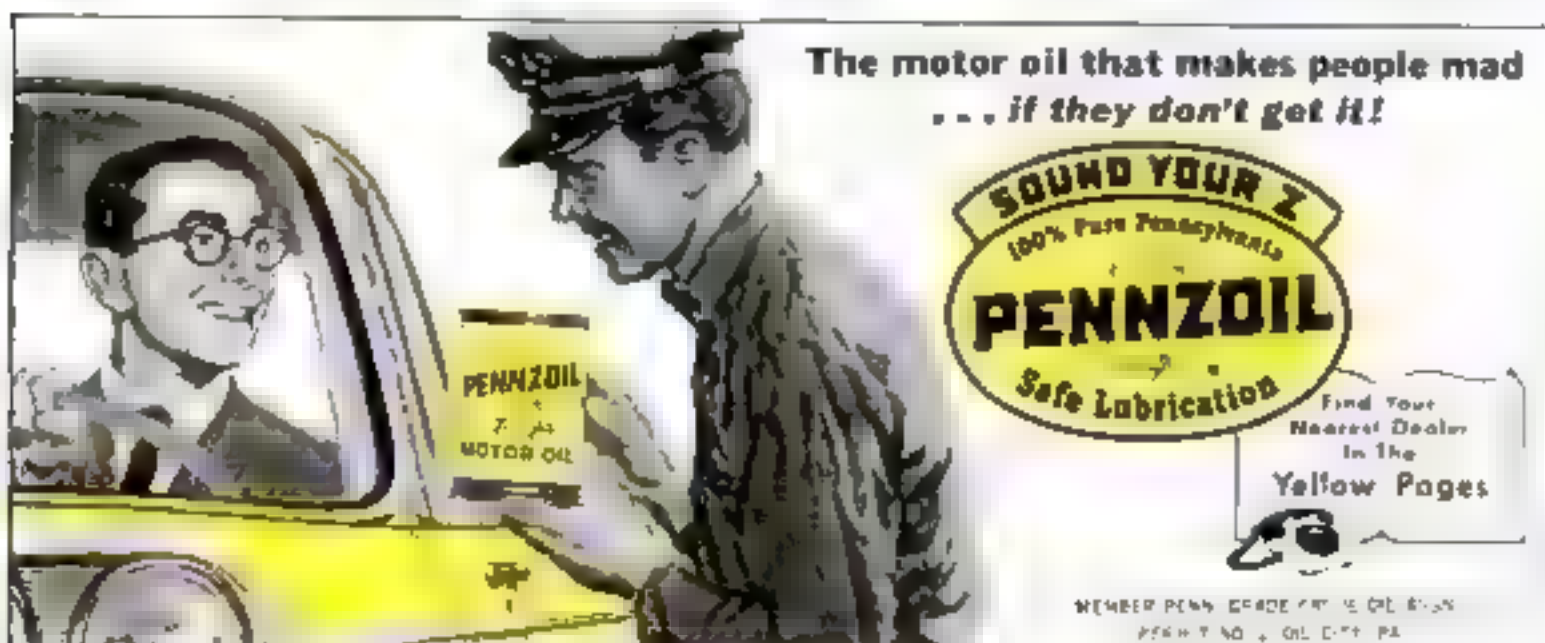
know about engines! It cleans as it lubricates . . . makes your car run rocket-smooth all the time. Puts dependability back under your hood—puts extra miles back into your gas-tank.

### Scientist:

That's not just a lab prediction, either. That's a real road-proven formula—Pennzoil plus Z-7!

### Author's Note:

Pennzoil is The Tough-Film® motor oil, especially refined from 100% pure Pennsylvania grade crude, the highest quality oil for engines ever discovered. And the makers of Pennzoil are the largest producers of this oil in the world. No other motor oil will protect your automobile so well. So ask for Pennzoil by name, wherever you go.



## HOFFA'S LAWYER CONTINUED

or deny it. In the months since he has gradually had a change of heart, in part because of his fascination with the "turmoil" of unionism, and in part because of "improved relations" with Hoffa. The union leader, an admirer of what might be described as the philosophy of muscle, understands well his need for lawyers, statisticians and other "eggheads," but he regards most of them with a sort of rowdy contempt. Williams, however, finally seems to have exacted the right to speak with independence and authority, and to maintain a detached and impersonal relationship.

"Nobody tells Ed what to do," says Hoffa. "He always works alone. I don't see him socially. He usually comes to the office two or three times a week. He takes down the information he wants—one, two, three, whether it's good or bad—and then that's the last you hear of it until he gets into court." He adds, with admiration, "And he's not afraid to present information that the newspapers and powers don't like."

As the Teamsters' legal showpiece, Williams exhibits no embarrassment at the cries—the loudest of which have come from Bob Kennedy (*LIFE*, June 1)—that Teamster lawyers generally are unethically aiding and abetting the skulduggery which goes on in many corners of the vast Teamster domain. Although he has made no charges against Williams himself as the Teamsters' leading lawyer (beyond complaining: "Ed's got a fat head; he shouts at me over the telephone"), Kennedy has charged that the whole attitude and performance of the legal profession makes it that much easier for the Jimmy Hoffas to operate without restraint or restriction. Kennedy's position leaves Williams largely unconcerned. "Bob gets angry," Williams says, "and sometimes he's right. He's against Teamster lawyers taking fees from people who borrow from Teamster pension funds, for instance. So am I. [Williams works only at the national "policy level" and has no voice in the affairs of autonomous Teamster locals and conferences.] It may be legal enough but it creates a bad impression. But Bob isn't accusing me of anything and neither is anybody else. Teamsters have as much right to protection against congressional committees and counsel in court as any other citizens." But doesn't Williams feel that his reputation may be damaged simply by inference? "All my clients," he says with a faint smile, "have imperfections."

But if Williams has learned to balance himself on the rolling decks of the world's biggest union, the accomplishment has brought no diminution of the pressures, the exhilaration, the temptations and peculiar ethical and moral problems inherent in his sort of life. The Teamsters seldom occupy more than 15% of his time, and new seas of controversy stretch ahead of him. He has agreed to lend Sugar Ray Robinson legal advice during negotiations for his next fight and to handle any litigation rising from the New York State Athletic Commission's recent, roundly damned refusal to strip the fighter of the middleweight championship. He is defending Bernard Goldfine against 18 counts of contempt of Congress (Williams has moved for dismissal on the grounds that his client was deprived of the right of counsel when a congressional investigator eavesdropped after hiding a microphone in Goldfine's Washington hotel last summer). He will go to New York later in the year in an attempt to spring Congressman Adam Clayton Powell from an embarrassing charge of income tax evasion. He burns to win.



CURRENT BIG CASE for Williams is the defense of Boston industrialist Bernard Goldfine (right), who has been charged with contempt of Congress.



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**GREAT NEW DISCOVERY FOR POLLEN SUFFERERS!**

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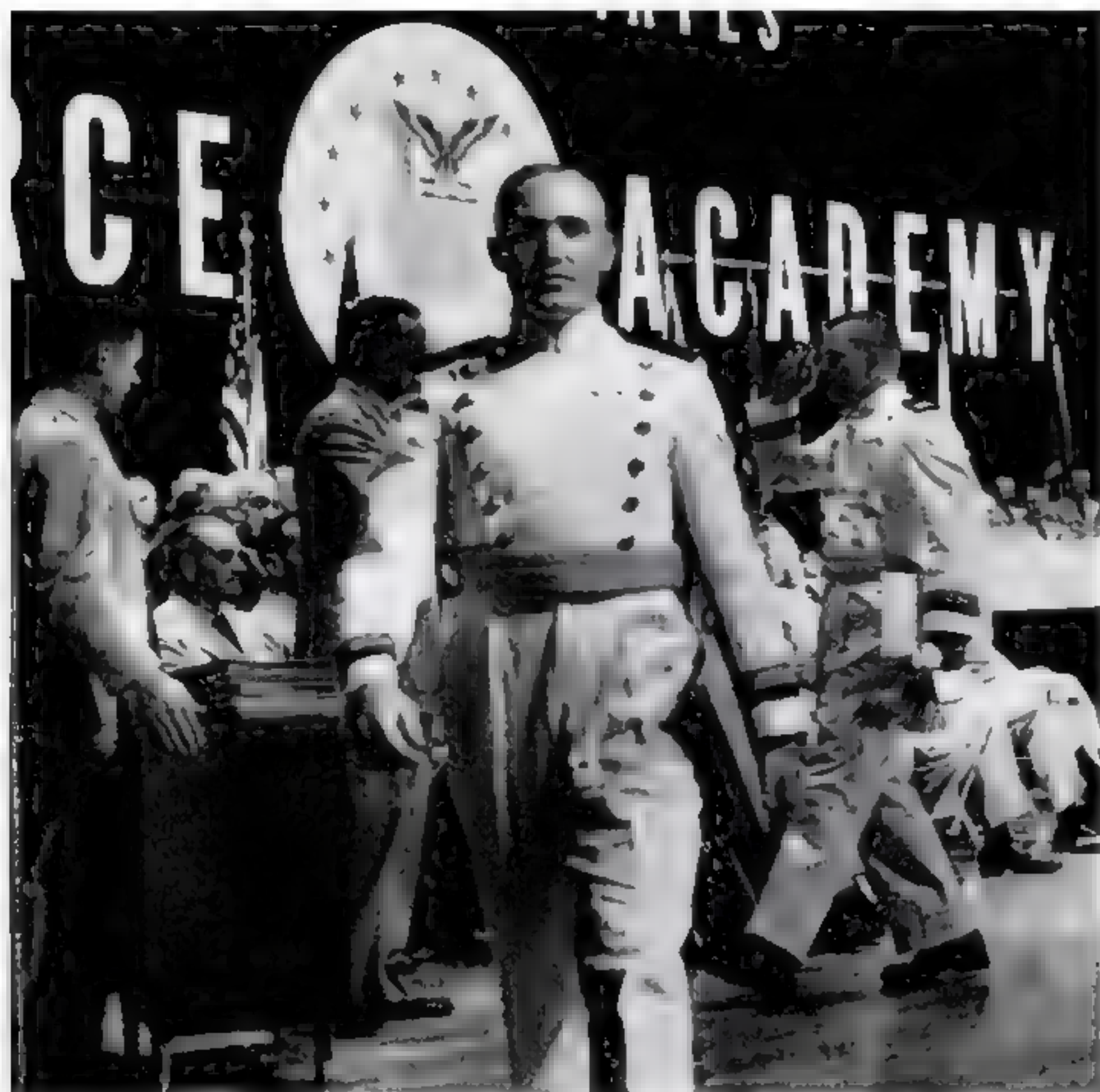
It's so much a part of our modern way of living—this cool, thirst-quenching refreshment! It leaves you with a smile of pleasure and enjoyment. Orange-CRUSH is "at home"—at home whenever the occasion calls for happy refreshment. Have an Orange-CRUSH soon, wherever you are, and sip a smile . . . relax a while.

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# Festive Week at the Air Academy



## GIRLS AND WEDDINGS

### GRACE A GRADUATION

In Colorado the U.S. Air Force held one of the most lavish social affairs the Rockies had ever seen. The occasion was June Week and marked the graduation of the first class of cadets from the new Air Academy at Colorado Springs.

The cadets had moved only last year (*LIFE*, Sept. 15) into the shiny, new academy—whose \$270 million cost has aroused Congress and may bring on an investigation. The men had spent their first three years in makeshift quarters at Denver and the Air Force decided they deserved a rousing send-off. The five days of festivities were packed with dress parades, air shows, a tea dance, two formal balls.

The affair was also dressed up by the presence of the cadets' pretty girl friends (*see cover*), who came from all over the U.S. to bask in the romantic atmosphere of dress uniforms and military flourishes. Seventy-two of the new officers had announced their engagements and before the week was over 50 were married.

The 206 second lieutenants graduated with B.S. degrees and navigator's wings. None were flight-trained at the academy and those who planned to fly for a career still faced some more training in order to win their pilot's wings.

← **NEW LIEUTENANT**, Charles Meier leaves stage with wings on his jacket and diploma in his hand.

**BREAKING INTO RANKS** to visit fiancé, Jon Shaffer, Nancy Meredith gets laughs from his class.







IN GIANT RING a cadet and his date pause for a kiss during academy ring-lane for the junior class.



A FINAL RAZZING is given by seniors to the 1-year men including Michael Butenko (right). A few

minutes later, the traditional ceremony over, seniors went down the line to wish the new men well.



ARCH OF SABERS is formed for newlyweds Paul and Barbara Jean Lasen at nearby air base chapel.

RENDEZVOUS FOR DATES, starts in recreation hall are crowded with graduates and girl friends.





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**SAME OFFER GOOD** on powerful new formula FLIT ROACH AND ANT KILLER (with modern, leak-proof built-in sprayer). Send cardboard collar around top of can to Flit and receive 50¢ coupon by return mail.

\*Offer restricted to Flit Aerosol products or new easy-spray Flit Roach and Ant Killer



**FLIT DID IT!** 





## A BEAR-FACED SHOW OF LOVE

In the ice bear quarters at Copenhagen's zoo there's more doing than usual this spring. Musse, the big she-bear, has a pair of cubs—a boy bear named Henrik and a girl bear named Pernille. When a Danish schoolboy named Viggo Sadolin brought for the zoo with his camera he naturally stopped by to see the new family. For a while there were no good pictures

because the cubs were away from their mother exploring behind a rock mountain. But then the little bears began coming over the mountain toward their mother. She rose up on her hind legs to greet them and Viggo caught a touching family scene—young Henrik peering over the rock and Pernille safe back from her trip happily nuzzling mother Musse's muzzle.



(continued from front flap)

after World War II will mean a tremendous increase -- over eight million -- in the number of people in their twenties during the 1960's.

#### The Number of New Households Will Rise Sharply.

Starting in 1960 there will be a rapid increase in the number reaching 18 years old. And beginning around 1963, there will be a dramatic increase in new household formation with annual gains running about a million in the remaining years of the Sixties and total households reaching some 61 million by 1970.

There will also be a change in the kind of households formed in the Sixties as compared to earlier decades. During the 1940's almost all the gains were accounted for by new marriages. During the 1950's a large share of the gain has been in "non-family" households -- persons living alone or with others not related. In the Sixties husband-wife households will increase relatively rapidly.

Today, over 60% of household heads are between 25 and 44 years old. During the 1960's this proportion will be reduced appreciably. About three-quarters of the increase will be accounted for by households whose heads are either at the younger or older ends of the age scale.

An obvious marketing corollary will be a rapidly expanding demand for smaller homes and apartments. New appliances and home furnishings suitable for these modest-sized homes will be in relatively high demand.

#### The New Labor Force -- Bigger and More Skilled.

By 1970 the total civilian labor force will increase by 11 million to some 80 million -- an increase more than double that of the 1950's. Not just the size, however, but the manner of this increase should be of arresting interest to business. According to Department of Labor estimates, over half the increase in the U. S. labor force in the Sixties will be accounted for by women, the rest by older male workers and by boys. (There will be very little change in the number of men in the central working ages between 25 and 44.)

#### More Women Workers.

Four-fifths of the gain in the U. S. civilian work force since 1950 is accounted for by women. During this same period the increase in women workers has been four times the increase in women keeping house.

Since 1940 the number of working women 35-64 has more than doubled.

Today, 8 million married women over 35 form the largest group in the 23 million female working force. By the early 1970's, it has been estimated, close to half of all wives 45-54 will be employed.





### Blue Collars Fading.

The next decade will see a marked change in the occupational breakdown of the working population. Looking at the composition of the labor force of the Sixties, Secretary of Labor Mitchell said in a speech last month: "In the Sixties we will need no more unskilled laborers than we have today to do all the essential jobs. But we'll need 50% more professional and technical workers, 30% more craftsmen, and 30% more semi-skilled workers."

By 1970, for the first time in U. S. history, a substantial majority of workers will be in white-collar or skilled blue-collar jobs. The skilled white-collar classifications as a whole will have grown by more than one-third, compared to a 20% increase in the male labor force in general during the Sixties, as compared to 1950.

### A New Market of the Elder.

By 1970 about eight million men and 11 million women will be 65 years of age or over -- representing about 9% of the total U. S. population. Says FORTUNE: "the significant marketing fact about these men and women is that, for the first time, they are coming to represent a big sales potential for a very wide variety of consumer goods -- for more and more leisure products like cameras and fishing gear, but also for furniture, household appliances, etc., since the retired are frequently setting up new homes."

### The New Opportunities ...

The increase in U. S. population will bring with it tremendous problems -- school over-crowding, insufficient roads, traffic congestion, water shortages, lack of housing, a new strain on our natural resources, a tremendous load on our recreation, health and welfare services, etc. But, along with the need to plan intelligently to meet these problems, it also brings with it unprecedented marketing opportunities for those individuals and businesses who gear their thinking and their facilities to meet the great new national market. For population increases alone will not automatically make the Sixties the greatest market in U. S. history. Population increases between 1959 and 1969 can take care of only 18%, or about one-third, of the 50% increase in consumption predicted as possible for the decade. The rest must come from changes in income and in consumption habits. And here lie some of the greatest challenges that face manufacturers, dealers and advertisers in the Market of the 1960's.

Next week: The Great New Revolution in Spending Potential.



# MARKET OF THE 60's





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